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The Concept of Sky and Online Marketing (MLO Concept) As Business Communications Synergy Through Spiritual and Digital Approaches

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Abstract: The MLO Concept (Sky and Online Marketing) is a self-development program for Human Resources to obtain maximum performance results and as a means to get closer to God Almighty. Through the ML program, each individual will carry out several stages in a structured and continuous way to get the true essence of success, namely success based on strong religious values and faith and providing many benefits to others or especially to the company. Meanwhile, with the OL program, every HR will have an effective work system that can work 24 hours a day. every Human Resource will be easily evaluated and experience positive development both spiritually or work productivity, by running the MLO Program it is believed that the company's success rate in marketing has a very large opportunity and will have a positive impact on the morale of Human Resources.

Keywords: *mlo concept; hr performance; sky marketing; online marketing*

A. INTRODUCTION

Along with the government's enthusiasm in resurrecting the national economy after the COVID-19 pandemic and encouraging every Indonesian citizen to become an entrepreneur, especially millennials to dare to become entrepreneurs, open as many new business fields as possible, both based on unicorn startups, MSMEs and so on. in order to improve living standards and reduce unemployment in Indonesia. Likewise with the current phenomenon, the development of science and technology is advancing rapidly, one of which is through social networks, such as

Facebook, Instagram, WhatsApp, TikTok and so on, it indicates that the market opportunity in cyberspace is getting bigger, because almost everyone now has at least 1 social network online.

With this, it has encouraged the spirit of the birth of new businesses that have sprung up, but along the way, many businesses went bankrupt and only lasted a relatively short time, many of the new entrepreneurs were unable to maintain their business due to many factors, including the lack of human resources. Humans owned in marketing their products. In addition, socialization of global economic competition, increasing the



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entrepreneurial spirit (entrepreneurs), and making creative business plans so that they can build creative businesses to improve the economy and prepare themselves to face global competition. In addition to a strong entrepreneurial spirit, noble character is also needed in its implementation so that the achievement of goals can run in harmony and balance. Becoming a pious, rich and generous millennial human being (Nurani et al., 2022).

One of the pillars of a company's success is the existence of reliable marketing personnel who are able to provide as much profit as possible and can be a source of benefit for the company's sustainability. To maintain the existence of a company, it is necessary to have quality human resources. Because in their hands a company can run well or vice versa. The role of Human Resources in a business organization has a meaning that is as important as the business activity itself (Lertputtarak, 2012).

The concept of MLO (Marketing Sky and Online) is a method or self-development step for HR to increase productivity and work effectiveness by performing routine rituals or riyadhoh to improve the quality of faith and piety to God Almighty, in addition to trying real work by working professionally, high fighting power, innovative, creative in carrying out reliable marketing strategy steps.

The sky marketing strategy used by the Prophet and his companions was akhlakul karimah. Business is not just about marketing strategies, not just about buying and selling, not just about profit and loss, selling a lot or a little. Business is about mental that requires morals. When doing business, the Prophet's morals were very commendable, so the Arabs called him Al-Amin (Nurani et al., 2022).

According to (Bostanshirin, 2014) Online marketing, which is also called internet marketing, involves the use of

interactive virtual spaces to promote and sell goods and services. In fact, new synchronous internet-based communication technologies have contributed to the restructuring of key economic sectors including marketing. Being cost-effective, flexible and fast and enjoying an unprecedented global reach, internet marketing has brought tremendous advantages to different businesses.

By running this MLO, it is hoped that the company can have assets in the form of reliable, professional, religious Human Resources and be able to produce maximum work productivity by obtaining abundant sustenance and blessings. And have a work system that is more effective and efficient in developing its business by utilizing the development of increasingly sophisticated Science and Technology.

B. MATERIALS AND METHOD

In this study, the author uses a qualitative descriptive approach to find out what and how the sky marketing system and online marketing are and their benefits. This research is focused on library analysis through books, web, papers, journals, web literature, both primary data, secondary data and tertiary data. The related data that has been obtained is then processed to find the concept of sky marketing and online marketing.

C. RESULT AND DISCUSSION

1. Definition

Sky marketing is a way for us to get closer to the Creator who gives sustenance, namely Allah SWT to facilitate our business. Allah has created Muslims to worship Allah SWT. However, on the other hand, Muslims are impatient to seek sustenance so that they are afraid of being poor and making

them fall into usury debts and shortcuts to make money. The problem of wealth, money and sustenance will certainly be a topic that will never be discussed. However, we have to look for it in a lawful way, because Satan scares mankind into being poor and stingy. as follows :

الشَّيْطَانُ يَعِدُكُمُ الْفَقْرَ وَيَأْمُرُكُمْ بِالْفَحْشَاءِ

وَاللَّهُ يَعِدُكُم مَّغْفِرَةً مِنْهُ وَفَضْلًا وَاللَّهُ وَاسِعٌ عَلِيمٌ

"Satan promises (scares) you with poverty and orders you to do evil (miserly); while Allah has made for you forgiveness from Him and bounty and Allah is Extensive (His bounty) and All-Knowing." (Surat al-Baqarah: 268)

وَاسْتَعِينُوا بِالصَّبْرِ وَالصَّلَاةِ وَإِنَّهَا لَكَبِيرَةٌ

إِلَّا عَلَى الْخَاشِعِينَ

"Make patience and prayer your helpers. And verily, that is very hard, except for those who are humble." (Surat al-Baqarah: 45)

The benefit of the verse above is for those who want to achieve happiness in the world and the hereafter, then ask Allah for help by being patient and praying. Maqatil bin Hayan Rahimahullah said about the interpretation of this verse, "Ask for help in seeking the hereafter patiently in carrying out obligations and praying." (Tafsir Al-Qur'an Al-'Azim, 1: 379)

وَمَنْ يَتَّقِ اللَّهَ يَجْعَلْ لَهُ مَخْرَجًا وَيَرْزُقْهُ مِنْ

حَيْثُ لَا يَحْتَسِبُ^٤ وَمَنْ يَتَوَكَّلْ عَلَى اللَّهِ فَهُوَ

حَسْبُهُ^٥ إِنَّ اللَّهَ بَلِّغُ أَمْرِهِ^٦ قَدْ جَعَلَ اللَّهُ

لِكُلِّ شَيْءٍ قَدْرًا

Whoever fears Allah, He will provide for him a way out. And give him sustenance from a direction he did not expect. And

whoever puts his trust in Allah, Allah will suffice him (needs). Verily, Allah carries out His (willed) affairs. Verily, Allah has made provisions for everything. (Surat At-Talaq: 2-3)

Brief Interpretation of the Ministry of Religion of the Republic of Indonesia Letter At-Talaq Paragraph 3; And he will also provide him with sustenance from an unexpected direction by providing physical and spiritual needs. And whoever puts his trust in Allah in all his affairs, Allah will suffice as a place to complain for himself. Verily, Allah carries out His affairs with wisdom for mankind. Indeed, Allah has made everything to a degree so that everyone will not face problems beyond his ability.

According to David and George (2001: 20) in their book Marketing Research, internet marketing or online marketing is the use of networks to reach customers. Bringing together a network of users and resources has resulted in new activities with more capabilities. Separation of each activity and changes that occur very quickly, connecting users with computers that have been transformed into a communication tool leads to a new business opportunity, and generates a new industry.

According to Dianawati (2007:64) online marketing is a marketing communication activity using internet media. In accordance with the development of online marketing not only using website media, but also email and other applications that run on internet protocols such as the internet, internet advertising (advertising on the internet) has become an attractive option for marketers in particular and the business world in general.

Meanwhile, according to Mohammed (2003) in his book *Internet Marketing*, defines internet marketing as a process of building and maintaining customer relationships through online activities which are the exchange of ideas, products, services that can meet customer satisfaction. Apart from that, online marketing can be in the form of email marketing, affiliate marketing, mobile marketing, etc. (Baverstock, 2020).

Based on this definition, it can be seen that internet marketing contains activities which are online transactions, both ideas, products and services, the end of which is customer satisfaction. This definition is a development of the definition of marketing itself which includes things such as processes, transactions, products, services and customer satisfaction.

2. MLO concept

a. Sky Marketing

The concept of sky marketing is in accordance with the objectives of business marketing with sharia principles, namely by applying ethical principles or based on Islamic values as the creation of worldly and ukhrawi satisfaction for company stakeholders (Miftah, 2015)

In an effort to achieve this goal the sky marketing concept is a process of carrying out worship with full confidence and istiqomah by carrying out TDSQ Everyday, namely in the form of:

1) Tahajud Prayer

Ary Ginanjar revealed that prayer is the greatest gift from Allah to mankind, to anyone who humbly does it. Prayer, functions as a method of repetition, where the spiritual

potential that contains elements of character or qualities and is great is honed and repeated, so that a behaviorism process will occur which affects the internalization of character (Ary Ginanjar, 2003).

The tahajud prayer is the main sunnah prayer. His position after the obligatory prayers. the ruling is sunnah muakkad. This tahajjud is the most important sunnah prayer (Muhammad Khatib, 2013). While Tahajud means the activity of getting up at night to do prayers. While mutahajjud are people who wake up at night to pray (Herliawan Setiabudi, 2016).

In the silence of the night we can train, control, calm ourselves, dream of all kinds of things we have done so far. We can get to know ourselves much better about the shortcomings we have about the things we need to fix so that we can become better people (Hafifah & Machfud, 2021)

There are many benefits of praying tahajjud, including in accordance with the word of Allah which means "And on some nights, steadfast yourself as an additional worship for you; hopefully your Lord will raise you to a place of praise" (Surah Al-Isra ': 79).

2) Dhuha Prayer

Like the tahajjud prayer, the virtue of the dhuha prayer is also very special. As an illustration of the privilege of dhuha prayer in accordance with the hadith of the Prophet

Muhammad. Which means "do not leave the four raka'at prayer in the early afternoon (at the time of Dhuha). Then it will be sufficient for you at the end of the day "(HR. Tirmidhi)

One of the sunnah prayers is Duha prayer. Duha prayer time is a golden opportunity for a Muslim to rely on his helplessness and weakness to Allah. And believe that Allah will support all efforts to achieve happiness and success in the afterlife. With full solemnity and submission, the soul and mind are connected with substances that bind today and in the future, until Allah is pleased to determine which is best for his life (Budiman, 2011).

Among the benefits of carrying out the dhuha prayer are two cycles of dhuha worth 360 alms, as the Prophet Muhammad SAW said, which means "Every morning, every segment of your member's body must be given alms. Every tasbih is a charity, every tahmid is a charity, every tahlil is a charity, every takbir is a charity, ordering good is charity, and forbidding evil is charity. All of that can be replaced with Duha prayer two cycles. (HR. Muslim)

According to ((Purnomosidi, 2017)) that dhuha prayer therapy is able to create happiness in life in the form of fulfilling sustenance in the form of peace of mind and mind and being able to bring sustenance in the form of work which is ultimately able to create happiness in life. As

quoted from (Siti Nor Hayati, 2017) in M. Khalilurrahman Al-Mahfani's book entitled Blessings of the Dhuha Prayer, the benefits obtained by performing the Dhuha prayer are explained based on the experiences of those who do it, among others, quoted: a. The heart becomes calm. b. The mind becomes more concentrated. c. Maintain physical health. d. Ease of business. e. Obtaining unexpected fortune (Khalilurrahman, 2007).

In addition to the benefits of the Duha prayer in terms of health from the concept of biomechanics, the movements of the Duha prayer when carried out specifically and tumakninah have 2 types of muscle contraction movements, namely whereometric and isotonic muscle contractions, isometric muscle contractions are more dominant (predominant). Movement with isometric and isotonic muscle contractions can both lower blood glucose levels, but movements with isometric muscle contractions are more effective and can lower blood glucose more (Alfidy, 2017).

3) Alms

Alms or in other words giving has been widely studied in relation to happiness, safety and success. In Islamic tradition, giving can be interpreted as alms (Tiliouine, 2014). Quoted from the official website of the National Amil Zakat Agency (BAZNAS), alms

has its roots in the Arabic word 'shadaqah' which comes from 'sidq', which means truth. According to BAZNAS Regulation number 2 of 2016, alms is defined as assets or non-properties issued by a person or business entity outside of zakat for the public good.

Alms or sadaqah is an activity of setting aside and spending wealth in the way of Allah. In the Big Indonesian Dictionary (KBBI), alms is defined as giving something to the poor or those who are entitled to receive it, outside the obligation of zakat and zakat fitrah according to the ability of the giver. Alms is also defined as giving from us to people in need. So in general, alms is to practice wealth in the way of Allah, with the intention of being for Allah, sincere without expecting anything in return, and only hoping for His blessing as a manifestation of faith.

Generosity character cultivation can be through exemplary methods, advice, habituation or monitoring, and punishment. As well as through the approach of social behavior and cognitive moral development. As well as the strategies used through routine, spontaneous, exemplary and conditioning activities. As well as in the form of planting, namely caring for oneself, caring for friends and underclassmen, caring for teachers and caring for the social environment (Nofiaturrahmah, 2018).

There is an assumption that almsgiving is not solely about wealth, but also all the practices of dhikr such as tasbih, tahmid, and tahlil and all other good deeds. In principle, the good things we do with the aim of getting closer to Allah, including alms.

Regarding the charity of wealth mentioned in the Qur'an surah Al-Baqarah verse 245 which means:

"Whoever wants to give a loan to Allah, a good loan (spending his wealth in the way of Allah), then Allah will multiply his payment to him with many folds. And Allah narrows and widens (sustenance) and to Him you will be returned."

From the verse above, it is clear that alms specifically means donating our property or our money in the way of Allah SWT. It can be in the form of giving money to the poor, family, or other people who really need it with the hope of blessing from Allah SWT.

Another verse that mentions alms is Al-Baqarah verse 271, which means: "If you show (your) alms, then that is very good. And if you hide it and you give it to poor people, then hiding it is better for you. And Allah will erase from you some of your sins, and Allah knows what you do."

There are many virtues in charity. Some of them are:

1) Alms Don't Reduce Wealth

Of course, you often hear those alms will not reduce your wealth. This is stated in a

hadith which reads: "Alms is a worship that will not reduce wealth, as Rasulullah SAW said to remind us in a Muslim history, 'alms do not reduce wealth.'" (HR.Muslim)

Regarding sustenance, of course we will never know in what form Allah replaces the alms we give. It can be in the form of health, peace of life, or in the form of wealth sustenance.

2) Alms Remove Sin

Humans certainly will not escape from sin. Therefore, Allah gives us the opportunity to repent and multiply good deeds to earn His blessing. One of the ways is by giving alms.

It turns out that this alms can help us erase sins. This is stated in the hadith of the Prophet: "Alms can erase sins as water extinguishes fire." (HR At-Tirmidhi)

3) Alms Multiplies Rewards

By multiplying alms, then we have the opportunity to get more rewards from Allah SWT. This is stated in the Koran: "Indeed, those who give charity, both men and women and lend to Allah a good loan, will surely be multiplied (reward) to them, and for them a great reward." (QS Al Hadid verse 18)

4) Read the Qur'an

Al-Qur'an is the main holy book in Islam, every Muslim, believes that Al-Quran is his way of life. Muslims believe that the Al-Quran was revealed by Allah SWT to the Prophet Muhammad SAW. Every

Muslim is important to have a special time to read it. There are so many benefits to be gained, among the virtues of reading the Koran every day will make life more blessed and make all matters easier.

Rasulullah SAW. said: "Whoever reads one letter from the Book of Allah (the Koran), he will get one goodness. While one kindness is multiplied by ten for example. I did not say one letter alif lâm mîm. However, alif is one letter, lâm is one letter, and mîm is one letter." (HR At-Tirmidhi).

The next priority is to intercede in the hereafter. As narrated from Abu Umamah al-Bahili, Rasulullah SAW said, "Read the Koran, then in fact it will come on the Day of Judgment to intercede for its readers".

The hadith instructs us to make the Al-Quran the main reading of our daily life. Later the Al-Quran will be a friend in the afterlife if we have been with it since in the world.

For those who read the Qur'an, then study it and practice it, their parents will be put on a crown of light on the Day of Judgment. This is according to the words of the prophet Muhammad SAW. "Whoever reads the Koran, learns it and practices it, then on the Day of Judgment his parents will put on a crown of light and its light will be like the sun's rays" (Narrated by Hakim)

In addition, there are still many virtues of reading the Koran, including the Koran can also be used as a source of healing, as a study states that reading the Koran is a religious ritual that is always carried out by Muslims, this can

also be used as a One of the good coping mechanisms for people with chronic diseases is Diabetes Mellitus (Astuti, 2018).

With all these virtues, it is only natural that the companions of the Prophet competed in reading, studying and practicing the contents of the Al-Quran. In a history, Rasulullah SAW. ordered Abdullah bin Umar to complete the Koran once a week (HR Ahmad). Likewise other companions of the prophet, namely Zaid bin Thabit, Usman bin 'Affan, Ubay bin Ka'ab and Ibnu Mas'ud; has made his dhikr to recite the Koran every Friday. However, at a minimum, every Muslim should be able to complete the Koran at least once a month.

In addition to the many primacy factors, there are at least four purposes for reading: 1) Worship, 2) Learning, 3) Tabarrukan, 4) Needs. If you refer to the "definition" column in table 1 below. Then there will be a question how they can answer that in the mubarak al-Qur'an there are many good and beneficial things (Nugraha, 2018).

The Main Purpose of the Al-Quran From the history of the revelation of the Al-Quran, that the Al-Quran has three main objectives: 1) Guidance of creed and belief that must be adhered to by humans who are bound in faith in the oneness of God and belief in the certainty of the day of judgment. 2) Instructions regarding pure morality by explaining religious and moral norms that must be followed by humans in their lives individually or collectively. 3) Guidance on getting to know Shari'a and law by explaining the basic laws that must

be followed by humans in their relationship with God and with each other. Or in other words, which are shorter, "the Koran is a guide for all human beings to the path that must be taken for the happiness of life in this world and in the hereafter"(Quraish Shihab, 1994).

a businessman who always reads the Koran and uses the contents of the Koran as a guideline will invite God's grace and bring blessings. it is a relationship between Muslimpreneurs and the concept of taqwa will give them the ability and ability to develop their characteristics based on Islamic needs that originate from the Qur'an and al-Sunnah. The characteristics of Muslimpreneurs are an important capital for achieving high achievements in the field of entrepreneurship (Faizal et al., 2013).

b. Marketing online

The concept of online marketing is in accordance with the statement from e-business observer Rudianto Prabowo in Brand of Think (BoT. 2005) that there are two perspectives for companies that do online marketing, namely: First, they are brick and click companies. (offline and online). Second, it is a pure play company. It means a company that actually conducts transactions only in cyberspace. Beyond that are brick and mortar companies, which are companies that generally only exist in the real world.

Internet marketing activities generally include or revolve around matters relating to the creation of advertising products, prospecting or buyers and writing marketing

sentences or copywriting. Internet marketing or e-marketing generally includes the activities of making web designs (web design), advertising using banners, company promotions through search engines (search engines), electronic mail or e-mail (e-mail), advertising via e-mail (email advertising), affiliate marketing (affiliate marketing), interactive advertising (interactive advertising), etc. (Wandanaya, 2012).

Online marketing is suitable for businesses that have just started. Certainly cost-effective, because you don't have to provide a place to display your products and services, you can control yourself without having to recruit employees, unlimited working time or hours, and have a wide market reach, because online marketing is usually supported by the existence of a website or social media. Facebook, Instagram, WA, and others). This phenomenon provides opportunities for young creatives to try to enter the business world. For example, students, by running a business online, do not interfere with class schedules, to channel hobbies, and increase pocket money (Nikmah, 2017).

Internet marketing is the process of compiling integrated communications that aim to provide information about goods or services in relation to satisfying human needs and desires through the internet media. Broadly speaking, the online marketing strategy can be divided into 6 steps, which can be abbreviated as SYSTEM: 1) S – Search and research. Carry out the process of searching and researching your market niche and competitors. ; 2) I

– Initiate strategy. Determine the system and strategy that will be used to reach prospects and customers. 3) S – Start content engine. Use a variety of content to attract people to your business. 4) T – Traffic. Bring visitors to your site. 5) E – Embrace relationship. Build relationships with customers through various channels. 6) M – Money. Strategies bring income and profits (Nisa et al., 2018).

Marketing includes activities related to sales, advertising, promotion and pricing. Internet marketing or e-marketing or online-marketing) are all efforts made to market a product or service through or using the Internet media or the "www" network (Shiratina et al., 2020). From this statement, the concept of online marketing is the process of marketing a product or service by optimally utilizing digital media. In the discussion of this article, we will focus on marketing using Websites, Social Media Marketing, SEO and SEM.

1) Websites

A website is a web page that is interconnected or related which usually contains a collection of information in the form of text data, images, animation, audio, video or a combination of all that is usually made for personal, organizational or corporate purposes. From this explanation, we can distinguish that the web can be divided into 2, namely static and dynamic websites.

It is static if the information content is fixed and the information content is only from the website owner while a dynamic website is if the information content is always changing and can be changed by

website owners and users. Static web examples: company profile websites, while dynamic web examples like Facebook, Twitter, askfm, etc.

besides that the website also has benefits, such as:

- a) Means of selling products and services.

with a website we can easily sell our products or our services, because access to our websites is easily accessible to many people by simply using the internet.

- b) Facilitate Online Communication.

with the internet, we can easily communicate quickly and live without having to wait like a letter. we can access facebook, twitter, etc. to communicate online.

- c) Introducing Company Profile.

If you own or want to build a business, your company can easily be introduced to the masses with a website.

- d) Bring in new consumers.

with a website we can easily invite new consumers to our business by joining a group or organization online.

- e) Branding

with the web we can easily brand our business by making it an advertisement or by entering certain website groups.

- 2) Social Media Marketing (SMM)

According to Sulianta (2015) social media is a channel or means of online social interaction in cyberspace (internet). Social media users communicate, interact, send messages to each other, share, and build networks.

Online marketing strategy in the form of Social Media Marketing (SMM). You can use social media not only to find friends or post OOTD photos, but also as a perfect business promotion tool. For example on Instagram, Facebook or Twitter. Social media users are countless, so it's effective for you to be able to promote your business products. You can also apply manual or free or paid marketing. The advances manifested in the social web produce a read and write web, making bilateral communication with customers the heart of online RM efforts in this era. Specifically, firms use social media to manage customer relationships online (Steinhoff et al., 2019).

- 3) Search Engine Optimization (SEO)

Online marketing strategy Search Engine Optimization (SEO). The purpose of SEO as an online marketing tool is for your website to appear on the first page of Google. However, this is done without the use of advertising through Google Ads, so the key to success lies in the content presented on the company's website.

Currently, SEO is divided into two, namely first, on-page SEO: SEO optimization on the website itself. This is done through creating SEO friendly content. Second, off-page SEO: SEO optimization that

comes from outside the website, namely through adding backlinks.

SEO is a way that is run through search engines for free. With SEO, the website is more likely to appear on the top list, so that your traffic increases, including visibility, credibility and brand awareness.

4) Search Engine Marketing (SEM)

The next type of online marketing is SEM or the abbreviation of Search Engine Marketing. SEM has almost the same goal as SEO, it's just that the way it works and the advantages are different. SEM helps market through search engines to bring in more conversions and leads.

Search Engine Marketing (marketing using search engines). Netters usually look for information through search engines like Google and Yahoo. Most people who don't know where to look and get the information they want usually look for it on the site's search engines (Google or Yahoo). Therefore, if your company (your business) is not yet recognized by the public or even known by many people, the most special and spectacular way you should do is to try to get to the top of search engines (Google or Yahoo). At least on the first page in search engines. It is very important for you to ensure that your site is listed and attached to well-known search engines such as Google or Yahoo (Nisa et al., 2018).

SEM uses paid methods, such as advertising or Google Ads. Thus, your website is displayed to the appropriate target. Here using the Pay Per Click system, where ads will

appear in search engines to reach visitors.

3. MLO Strategy

a) Sky marketing

Rasulullah SAW including successful traders. Some of his friends are also big businessmen, part of the conglomerate group, including Abu Bakar, Usman bin Affan, Abdurrahman bin Auf, Suhaib bin Sinan, and many other companions of the Prophet Muhammad. Their assets, if converted now can reach billions of rupiah. In fact, the products they sell are also not many kinds. Some only sell cloth, some only sell honey, some only sell livestock, some sell garden produce. But they did. And their trading success also did not use a marketing strategy as we know it today.

Learning from this, it can be concluded that the secret to the success of the sky marketing concept is to do it with faith and istiqomah. The successful strategy for running the sky marketing program is when every human resource (HR) carries out worship with full faith in Allah and is carried out continuously or istiqomah, patient and solely hopes for Allah's blessing. The following are among the successful strategies for running sky marketing, namely:

1) Sure

Sure is an absorption word from the language of the Koran, namely yaqîn. Indonesian absorbed it and interpreted it in the Big Indonesian Dictionary by believing (knowing and understanding)

sincerely. Confidence is also sometimes interpreted as a certainty. While being sure in language in Maqâyis al-Lughah has an original meaning, namely the loss of doubt. And sure is an antonym of doubt.

Talking about the term sure, the Koran at least talks about the word sure and its roots 28 times. 14 times in the form of the verb (verb). The rest are in the form of nouns.

Furthermore, the word confident in the Koran has five different meanings. Actually, all the meanings are close together. It's just that the emphasis and meaning that is considered appropriate there are five meanings. The five meanings are as follows:

- (a) Yaqin means right. This meaning can be found in QS al-Naml: 22

﴿وَجِئْتُكَ مِنْ سَبَإٍ بِنَبَأٍ يَقِينٍ﴾

Meaning: And I come to you from the land of Saba 'bringing true news. (QS al-Naml: 22)

- (b) Yaqin means to believe. Believing also contains the meaning of justification. So that someone who believes must justify what he believes. This meaning is often found when sure is in the form of a verb, namely يوقن

﴿وَبِالْآخِرَةِ هُمْ يُوقِنُونَ﴾

Meaning: And they really believe in (the existence of) the hereafter (QS. Al-Baqarah: 4).

﴿الْقَوْمِ الْيَاقِينُونَ﴾

Meaning: For people who believe. (QS al-Baqarah: 118, QS al-Maidah: 50, QS al-Jatsiyah: 4 & 20)

- (c) Yaqin means death. The Al-Quran mentions death with a certain editorial because death is something certain. Remembering the word sure with the word for sure still has one meaning. So that death is a certainty that must be believed to be true. The term sure which means in the Koran is in two places, namely QS. Al-Hijr : 99 and QS. Al-Mudatsir : 47.

﴿وَاعْبُدْ رَبَّكَ حَتَّىٰ يَأْتِيَكَ الْيَقِينُ﴾

Meaning: And worship your Lord until death comes to you (QS al-Hijr: 99)

﴿حَتَّىٰ أَتَانَا الْيَقِينُ﴾

Meaning: Until death comes to us (QS al-Mudatsir: 47)

- (d) Yaqin means real. Something real will certainly invite confidence. This real meaning can be found in QS al-Takatsur: 5.

﴿لَوْ تَعْلَمُونَ عِلْمَ الْيَقِينِ﴾

Meaning: If you know it clearly (QS.al-Takatsur: 5)

- (e) Yaqin means knowing or understanding (science/knowledge). Surely a belief is based on knowledge. One would not be sure if one did not truly understand. This meaning can be read in QS al-Nisa ': 157.

﴿وَمَا قَتَلُوهُ يَقِينًا﴾

Meaning: They did not kill him on the basis of knowledge (QS al-Nisa': 157).

From the meaning of yaqin, it can be concluded that from an economic point of view, especially in the field of marketing or marketing in an Islamic religious approach, it must be accompanied by full belief in Allah SWT that something done in a marketing endeavor must only work on Allah's blessing for success in the world and the hereafter.

2) Istiqomah

Imam Ibn Rajab al-Hambali Rahimahullah explains the meaning of istiqomah and the position of this hadith by saying: "Istiqomah is to follow a straight path, namely a straight religion, without turning right or left. And istiqomah includes doing all obedience outwardly and inwardly and leaving all things that are prohibited. So this testament includes all religious teachings.

From the explanation above, it is known that the measure of istiqomah is this straight religion. Namely obeying as ordered without crossing the line, without following lust, even though people think of it as being excessive or reducing. Allāh Ta'ala says:

فَاسْتَقِيمْ كَمَا أُمِرْتَ وَمَنْ تَابَ مَعَكَ وَلَا تَطْغَوْا
إِنَّهُ بِمَا تَعْمَلُونَ بَصِيرٌ

So be istiqomah (stay on the right path), as ordered to

you and (also) those who have repented with you and do not transgress. Verily, He is Seeing of what you do. [Hūd/11:112].

Allāh Ta'ala also says:

فَلِذَلِكَ فَادِّعْ^ط وَاسْتَقِيمْ كَمَا أُمِرْتَ^ط وَلَا تَتَّبِعْ
أَهْوَاءَهُمْ^ط وَقُلْ آمَدْتُ بِمَا أَنْزَلَ اللَّهُ مِنْ
كِتَابٍ^ط وَأُمِرْتُ لِأَعْدِلَ بَيْنَكُمُ اللَّهُ رَبُّنَا
وَرَبُّكُمْ^ط لَنَا أَعْمَالُنَا وَلَكُمْ أَعْمَالُكُمْ لَا حُجَّةَ
بَيْنَنَا وَبَيْنَكُمُ اللَّهُ يَجْمَعُ بَيْنَنَا^ط وَإِلَيْهِ الْمَصِيرُ

So therefore call (to this religion) and istiqomah (stay in the religion and continue preaching) as commanded to you and do not follow their desires. And say: "I believe in all the books that Allah sent down and I was commanded to act fairly among you. Allah is our Lord and your god. For us our deeds and for you your deeds, there is no quarrel between us and you, Allah will gather between us and to Him is the return (us) ". [Shurā/42:15].

Imam Ibn Rajab al-Hambali said: The point of istiqomah is the istiqomah of the heart over monotheism, as explained by Abu Bakr ash-Shiddiq and others to the word of Allāh:

ثُمَّ اسْتَقَامُوا, Allah, إِنَّ الَّذِينَ قَالُوا رَبُّنَا

Indeed, those who say: "Our Rabb is Allah" then they are istiqomah (firming their stand). [al-Ahqâf/46:13].

When the heart is istiqomah on ma'rifah (knowledge) of Allah, hash

(fear) of Allah, glorifies Allah, respects Him, loves Him, wants Him, hopes in Him, prays to Him, trusts Him Him, and turn away from other than Him; then all limbs are also istiqomah on obedience to Him. Because the heart is the king of all the limbs, and all the limbs are soldiers of the heart. So if the king is istiqomah, the army and the people are also istiqomah.

Likewise, the word of Allah:

فَأَقِمْ وَجْهَكَ لِلدِّينِ حَنِيفًا

So, face your face straight to the religion of Allah - Rûm/30 verse 30- interpreted by purifying intentions and desires for Allah alone, without partners for Him.

After the heart, the biggest thing that is also guarded by its contents is the verbal, because it is the interpreter of the heart and the revealer of (contents) of the heart. That's why after the Prophet Shallallahu 'alaihi wa sallam ordered istiqomah, he made a will to guard his speech.

In Imam Ahmad's Musnad from Anas bin Malik, from the Prophet sallallahu 'alaihi wa sallam, he said:

لَا يَسْتَقِيمُ إِيمَانُ عَبْدٍ حَتَّى يَسْتَقِيمَ قَلْبُهُ وَلَا

يَسْتَقِيمُ قَلْبُهُ حَتَّى يَسْتَقِيمَ لِسَانَهُ وَلَا يَدْخُلُ

رَجُلٌ الْجَنَّةَ لَا يَأْمَنُ جَارَهُ بِوَأْتِهِ

The faith of a servant will not be istiqomah, until his heart is istiqomah. And the heart of a servant will not be steadfast, until his tongue is

steadfast. And those whose neighbors are not safe from their crimes will not enter heaven. [Reported by Ahmad, no. 12636, stated by Shaykh Salim al-Hilali in Bahjatun-Nazhirin, 3/13].

Mentioned in Tirmidhi (no. 2407) from Abu Sa'id al-Khudri in marfu' and mauqûf:

إِذَا أَصْبَحَ ابْنُ آدَمَ فَإِنَّ الْأَعْضَاءَ كُلَّهَا تُكْفِرُ

اللِّسَانَ فَتَقُولُ أَتَقِي اللَّهَ فَيُنَا فَأَيُّمَا نَحْنُ بِكَ

فَإِنْ اسْتَقَمْتَ اسْتَقَمْنَا وَإِنْ اغْوَجَجْتَ

اغْوَجَجْنَا

If the son of Adam enters the morning, in fact all his limbs say humbly to the verbal: "Take God in guarding our rights, indeed we are dependent on you. If you are istiqomah, then we are also istiqomah, if you deviate (from the path of guidance), we also deviate. [HR Tirmidhi, no. 2407; stated by Shaykh Salim al-Hilali in Bahjatun-Nazhirin 3/17, no. 1521].

Allâh Ta'ala says proclaiming the great virtues that will be achieved by people who are istiqomah:

إِنَّ الَّذِينَ قَالُوا رَبَّنَا اللَّهُ ثُمَّ اسْتَقَامُوا تَتَنَزَّلُ

عَلَيْهِمُ الْمَلَائِكَةُ أَلَّا تَخَافُوا وَلَا تَحْزَنُوا وَأَبْشِرُوا

بِالْجَنَّةِ الَّتِي كُنتُمْ تُوعَدُونَ

Indeed, those who say: "Our Lord is Allâh" then they istiqomah (firming their stand), then angels will come down to them saying: "Do not be afraid and do not feel sad; and be happy with the paradise that

Allah has promised you.”
[Fush-shilat/41:30].

In another verse, Allāh Ta'ala says:

إِنَّ الَّذِينَ قَالُوا رَبُّنَا اللَّهُ ثُمَّ اسْتَقَامُوا فَلَا
خَوْفٌ عَلَيْهِمْ وَلَا هُمْ يَحْزَنُونَ ﴿١٥﴾ أُولَئِكَ
أَصْحَابُ الْجَنَّةِ خَالِدِينَ فِيهَا جَزَاءً بِمَا كَانُوا
يَعْمَلُونَ

Indeed, those who say: "Our Rabb is Allāh", then they remain istiqomah (steadfast in monotheism and continue to do righteous deeds) then there is no worry for them and they do not (also) grieve. They are the inhabitants of heaven; they are eternal in it; in return for what they have done. [al-Ahqāf /46:13-14].

3) Trust

Tawakal comes from the word *وكل* (wakala) which means surrendering, entrusting and delegating our affairs to others. In this connection the surrender is to Allah SWT. The goal is to get benefit and eliminate harm.

In terms of the meaning of resignation is surrendering an affair to the wisdom of Allah SWT, who regulates everything. Surrender (tawakkal) to Allah SWT. is one of the things that is required in the teachings of Islam. Surrender (tawakkal) to Allah SWT. carried out by a Muslim when he has carried out the Ikhtiar (effort) to the fullest and truly according to his abilities.

Tawakkal is carried out after humans have made their endeavors to the fullest, then trust Allah SWT. it is not justified to submit (tawakkal) all matters to Allah SWT. before doing your best. Likewise, tawakkal addressed to other than Allah SWT. including acts of shirk that must be shunned by every believer.

Ibn Rajab Rahimahullah in Jami'ul Ulum wal Hikam when explaining hadith no. 49 says, "Tawakal is the truth of leaning on Allah 'azza wa jalla to achieve various benefits and eliminate dangers both in world affairs and in the hereafter, surrendering all matters to Him and truly believing that 'no one gives, hinders, bring harm, and bring benefits except Allah alone'.

As Allah Ta'ala has said (which means), "O you who believe, take precautions." (QS. An Nisa [4]: 71).

Allah also said (which means), "And prepare to face them whatever strength you can and from the horses that are tethered to fight." (QS. Al Anfaal [8]: 60).

As for the positive impact that we get if we want to get used to the behavior of trust in Allah SWT. is:

- a. Increasing confidence and faith in Allah
- b. Obtain peace of mind and peace of mind
- c. Reducing the burden on the mind, because they believe that humans only try Allah SWT. that's it
- d. Reducing crime and crime,

- e. Gaining courage,
- f. Realizing that he is weak, and acknowledging the greatness of God
- a. Sky marketing

Online marketing strategies or digital marketing have many ways according to products, services and target consumers. Some of the online marketing strategies are as follows:

1) Content Marketing

According to Forbes, content marketing is a marketing strategy in creating and distributing valuable, relevant and consistent content to attract the attention of the intended audience. Content marketing is not just creating content for the audience. According to Neil Patel, content marketing also aims to build strong relationships with audiences over the long term. Therefore, the content created must be relevant in order to create a feeling of need from the audience which ultimately has an emotional closeness to the content being created.

Among the forms of content marketing are:

(1) Infographics

Many people are hungry for information, but sometimes find it difficult to read data presented in long research or writing. Infographic trends that are currently often used by the media can be one solution. Infographics can present complex data in an easy-to-understand form. One of the advantages of infographics is

that they combine images and writing but the information conveyed remains to-the-point.

(2) Podcasts

Emerging trends must be utilized as well as possible. Some content creators or brands also take advantage of this opportunity to create awareness. The topic can also be adjusted to the target audience you want to target. Podcast is one of the smart containers to replace radio. Audiences can enjoy your content anywhere and anytime while doing other things.

(3) Videos

Video is still an effective medium for content marketing, especially via YouTube. This is because the ease of access to YouTube is still in demand by people in Indonesia. In addition, content in the form of videos will be easier to understand and enjoy. create useful videos for the audience. Which does not only invite clicks because it sells sensation or controversy that can harm the image. With good and useful videos, you will invite abundant and blessed sustenance according to the blessing of Allah SWT.

b) Continuous Marketing

Continuous Marketing is marketing that is carried out continuously or continuously on social media. Continuous marketing is usually offered by the social media platform. Usually, social media applications already

have algorithms for target audiences starting from gender, age range, interests, and coverage area. As an entrepreneur who will use this online marketing strategy, it should be noted that it is better to have valid data and analysis. So that when inputting the criteria for the targeted audience, it is in accordance with the target market that really has the potential to buy the product being marketed.

A marketer must realize that a strong marketing strategy is on the rise and is called continuous marketing. However, this doesn't mean you can't do product marketing or promotions offline. The reality is that anything found online via social media, Twitter streams and searches via Google requires constant SEO activity, publishing, content creation and marketing.

no less interesting, entrepreneurs or business people can also carry out continuous marketing, namely online marketing strategies that are carried out continuously or continuously through social media. Usually, this strategy has been offered by the relevant social media by utilizing algorithms to target a more suitable audience. Such as, age range, gender, area range, to interests.

Before using continuous marketing, make sure to have valid data or information and its analysis first. That way, the input of the targeted criteria or characteristics can be in accordance with the audience you want to become potential buyers. In addition, it is also able to make advertising more effective and accurate because the

costs required for this activity are relatively high.

c) Mobile Marketing

Mobile marketing as a digital era marketing strategy specifically for audiences with mobile devices such as smartphones and tablets. Mobile marketing is the development of content marketing after research has been conducted on ordering methods that are mostly done by consumers via smartphones rather than PCs. Where the mobile display is a customized website display, but the appearance of web applications and media displayed in mobile mode will feel more user-friendly.

Mobile marketing, an online marketing strategy specifically made for the target consumer of mobile device users. For example, tablets and smartphones. This strategy can be considered as the development of content marketing techniques through research on how consumers often order using these devices. Smart phone media (smartphone) is one of the devices from Mobile Media. Among them, wifi networks, electricity connections, places to take selfies and others. The marketing admin also stated that the Facebook advertiser application can specifically target mobile phone users based on several categories such as the type of operating system, network used, duration of active use of mobile phones and others (Azlam & Asse, 2018).

In mobile marketing, modifications are needed so that the appearance of the media or

website can be seen more comfortably on a smartphone or tablet screen. So, when creating mobile marketing, don't forget to change the appearance of advertisements or marketing media that initially match the size of the site or other media to mobile mode so that it is more friendly for users of these devices

D. CONCLUSION

From the description that has been presented above, it can be concluded that the MLO concept is included in the type of concentrated marketing strategy (Concentrated Marketing) with a spiritual and digital approach. The sky marketing concept emphasizes the implementation of worship in earnest and carried out regularly, namely by carrying out tahajjud prayers, dhuha prayers, alms and reading the Qur'an every day. This concept is abbreviated as TDSQ Everyday. While the concept of online marketing is the activity of using digital media to market goods or services, including using website media, social media, Search Engine Optimization (SEO) and Search Engine Marketing (SEM).

The strategy for carrying out the MLO concept in order to be successful according to targets and expectations is to carry out TDSQ Everyday with full confidence, Istiqomah and surrender to Allah SWT (Tawakal). In addition to carrying out this worship, it must also be accompanied by running a successful online marketing strategy, namely by means of CCM Action! That is doing content marketing, continuous marketing and Mobile Marketing to get results as expected and get the blessing of Allah SWT.

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