

## Implementation of Inner Syariah Digital Marketing Strategy Increasing Iwa-Qu Shop Turnover

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### Abstract

*This research is motivated by advances in internet technology which are currently growing rapidly in society. Digital marketing strategies are an alternative way for business people to reach consumers very broadly and quickly in promoting their products via the internet and to increase sales volume. The purpose of this research is to know the syariah digital marketing strategy in increasing the turnover of the Iwa-Qu store. This study uses a descriptive qualitative approach with data collection methods through interviews, observation and documentation. Based on the results of the research and discussion, it can be concluded that implementing a syariah digital marketing strategy in increasing the turnover of Iwa-Qu stores, namely through whatsapp Business, Instagram, shoppe food and go food.*

**Keywords:** strategy; digital marketing; syariah marketing

### A. Introduction

The developing era encourages entrepreneurs to always follow digital trends. One of them is in the form of digital marketing. The development of business life is strongly influenced by technology and information, including the marketing department which must be managed in all industries. The Internet serves many marketing functions, acting as a mechanism for generating demand, directing consumers to purchase, fulfilling orders, providing customer service, and also acting as a general advertising medium. The Internet is perhaps the best medium because of its versatility and superiority in targeting consumers. Digital marketing is currently in demand by the general public and is one of the resources that support daily operations. Many people are gradually switching from traditional marketing methods to digital marketing. (Kuriawan)

Digital marketing is a tool as an intermediary for marketing communications that is currently used by social media in introducing products or services in the modern world, one of which is by utilizing the media as a promotional tool. Along with changes in people's behavior that pays more attention to the internet, it is a

challenge for the culinary business itself in marketing products online. Consumers are more active in searching for what they want using online media because they can access various information more easily than before. As for digital marketing, all culinary business owners don't only have to promote it clearly. In essence, digital marketing is able to include the ability to do many things that can reach consumers.(Liis)

Digital marketing strategy can be influenced by two factors, namely internal and external factors. Internal factors are factors that are inherent in the company itself, such as strengths and weaknesses. These internal factors function as marketing, finance, operations, human resources, development, and company management information systems. External factors, namely external factors that can influence the decision making of a company through the occurrence of opportunities and risks. The emergence of these external factors is caused by the industrial environment, macroeconomic environment, economy, politics, law, technology, population and socio-culture.(Pratiwi,2023)

Digital marketing has got a place in an Islamic perspective, but syariah conditions must be obeyed. This is to ensure that the goals regarding online business, falah, and maximum profits can be achieved. By achieving these goals Muslims can succeed in business and also in the hereafter. Falah maximization can be achieved by complying with Syariah and the four main prohibitions outlined are the prohibition of usury, maisir, and gharar and the sale of prohibited products. On the other hand, maximizing profits from digital marketing can be achieved by differentiating the products, quality and services offered to customers through the marketing mix and online networks.(Hartati,2022)

In Islam, the main goal of entrepreneurs is to achieve the pleasure of Allah and realize the welfare of society in addition to the welfare of certain individuals or groups. Sellers and buyers can fulfill all their wishes by making buying and selling transactions of goods and services. The main factor driving market execution is profit. Therefore, every effort to obtain large profits with buying and selling transactions that are mutually acceptable between sellers and buyers and contains elements that are

forbidden by Allah is permissible in Islam. Islam never prohibits profit in buying and selling, nor does it even limit the profit that must be obtained by a seller. However, Islam prohibits some transactions, such as cheating, concealing defects and lying about products sold on the internet.

In an Islamic economic perspective, all business or trade activities cannot be separated from ethics or moral values, as one of the Islamic identities of an entrepreneur is the process of running his business. Muslim entrepreneurs should be able to implement Islamic values through Islamic business ethics. One indicator of Islamic business ethics is selling halal products, the government has now regulated the sale of halal products with the issuance of the Halal Product Guarantee Act in which every processed food product circulating in Indonesia must obtain halal certification. (Ibid) This procedure further strengthens the image of an Islamic business and adds value to a product.

There is a sura about Islamic business ethics, namely [Q.s. an-Nisaa': 29]:

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ  
تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ  
رَحِيمًا ﴿٢٩﴾

It means: "O you who believed, do not eat each other's wealth in a vanity way, except by way of trade that applies with your likes and likes. And do not kill yourselves; verily Allah is Most Merciful to you" [Qs an-Nisaa': 29].

In the city of Jambi, Toko Iwa-Qu is one of the business shops for souvenirs. The owner of the Iwa-Qu business is Mrs. Diana, who has pioneered various kinds of souvenirs made from fish as the basis, and Mrs. Diana is well known and many interested and already have a halal logo, Iwa-Qu has done online marketing both on Instagram, Go food, Shopee food, WhatsApp business, Facebook and has also done various innovating products, one of which is pastry, rengginang, pempek, snacks and others they also do marketing either offline or online. This Iwa-Qu business has experienced business development and has also reached all local and national aspects.

Table 1.1

No	Product name	Price
1	<ul style="list-style-type: none"> <li>- Mixed Pempek Package (dough, small lenjer, skin, eggs) Contents 30 Pcs Include Cuko</li> <li>- Mixed Pempek Package (dough, small lenjer, skin, eggs) Contents 15 pcs Include Cuko</li> <li>- Tekwan Package (500 Grams of tekwan includ seasoning, jews ear, corn vermicelli)</li> </ul>	<ul style="list-style-type: none"> <li>- Rp. 70,000,000</li> <li>- Rp. 37,000,000</li> <li>- Rp. 60,000,000</li> </ul>
2	Regular snack packing (clear plastic) <ul style="list-style-type: none"> <li>- Fish Ring</li> <li>- Black Sesame Shake Flower</li> <li>- Cork Fish Skin Crispy</li> <li>- Fish Corn Sticks</li> <li>- Basreng</li> <li>- Jangek Crackers</li> <li>- Shredded (75 Grams)</li> <li>- Samballinkung (80 Gram)</li> <li>- Jalin Fish Crackers</li> <li>- Prawn crackers</li> <li>- Sambal Tempoyak Teri (Bottle)</li> </ul>	<ul style="list-style-type: none"> <li>- Rp. 12,000,000</li> <li>- Rp. 12,000,000</li> <li>- Rp. 12,000,000</li> <li>- Rp. 12,000,000</li> <li>- Rp. 13,000,000</li> <li>- Rp. 10,000,000</li> <li>- Rp. 25,000,000</li> <li>- Rp. 27,000,000</li> <li>- Rp. 18,000,000</li> <li>- RP. 18,000,000</li> <li>- RP. 30,000,000</li> </ul>
3	Premium full color paperfoil packaging <ul style="list-style-type: none"> <li>- Rengginang</li> <li>- Basreng</li> <li>- cork skin</li> </ul>	Rp. 15,000,000
4	Dry Cookies per jar average weight 400-500 gram/jar Variant: <ul style="list-style-type: none"> <li>- Red Velvet cookies</li> <li>- Tuty Fruity cookies</li> <li>- Cormah cookies</li> <li>- Pizza cookies</li> <li>- Klepon cookies</li> </ul>	RP. 70,000,000
5	Premium Cookies / jar <ul style="list-style-type: none"> <li>- Onion cookies</li> <li>- Cheese Nastar</li> <li>- Kastangel</li> </ul>	RP. 80,000,000

(Source: Interview Results of Iwa-Qu Business Owners)

Based on table 1.1, it can be seen that the products of the Iwa-Qu business have a variety of products, from pempek, snacks and pastries, they also do marketing

both offline and online. This Iwa-Qu business has experienced business development and has also reached all local and national aspects, this Iwa-Qu has several positive and negative impacts, one of the positive impacts is that payments can be made digitally, speeding up work and no need to rent your own shop. Meanwhile, one of the negative impacts is that there are still many fraudulent purchases.

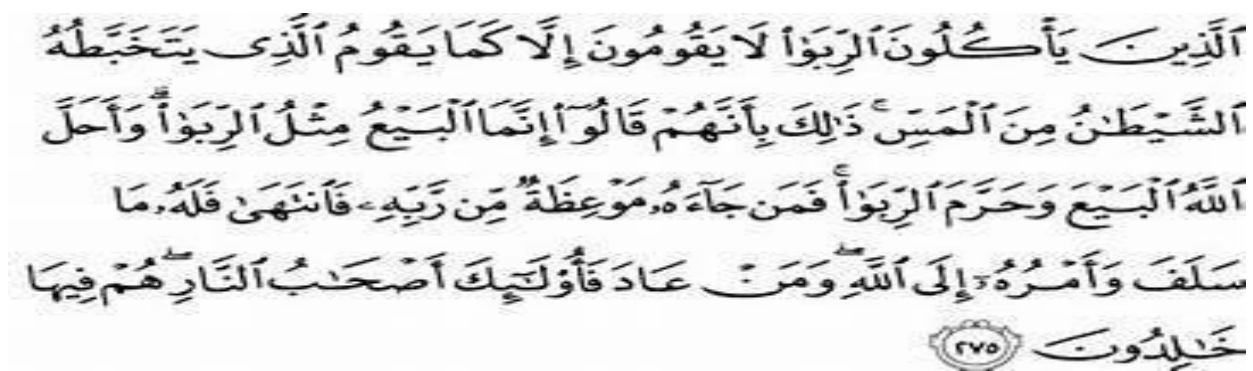
Based on the background explanation above, the Iwa-Qu business shop which has been operating and maintaining its activities for 3 years in the era of technological developments and business world trends is also increasingly versatile, today's business competition is very fast, of course an efficient and effective digital marketing strategy is needed to make customers are interested in buying the brand. With this problem, researchers want to know the application of digital marketing strategies in increasing sales turnover and also to find out whether the implementation of digital marketing strategies is in accordance with sharia marketing principles. Based on the background above, the authors are interested in conducting research with the title **"Implementation of Syariah Digital Marketing Strategies in Increasing Iwa-Qu Shop Turnover"**.

## **B. Literature Review**

### **Syariah Digital Marketing**

Various innovation developments in information and telecommunications technology (ICT) or digital technology over the past decade, have had an impact on the economic and business fields referred to as post-industrial society, science-based economy, innovation economy, online economy, new economy, economy, and digital economy. (Ansori, 2016) According to Ridwan Sanjaya and Josua Taring, digital marketing is a sales activity that involves a (brand) using different (online) based media, including social networks, email, websites. Hidayat and Tobing explained that digital marketing has a very strong relationship. Once someone starts doing internet marketing, instead of looking for customers, sellers find it easier to reach thousands of consumers with a wider global group access and closer customers and broader regional appeal than the previous business.

So, digital marketing is selling goods or services online such as blogs, websites, e-mails, gifts or social media, so that they reach a wider market and are available everywhere and can interact between business and business. to consumers via the internet (Wilujeng,2022). Businesses that are run through digital marketing have characteristics based on Syariah law, namely marketing in cyberspace that does not contain maisir (gambling), activities involving the manufacture and/or sale of illicit products are prohibited, marketing that contains elements of gharar (uncertainty), and digital marketing does not contain usury as Allah SWT. Said:



It means: Those who eat (take) usury cannot stand but are like the standing of people who are possessed by devils due to (pressure) madness. Their condition is like that, is because they say (opinion), Verily buying and selling is the same as usury, even though Allah has made lawful buying and selling and prohibiting usury. those who have reached him a ban from his Lord, then continue to stop (from taking usury), then for him what has been taken first (before the prohibition comes); and his affairs (submitted) to Allah. people who return (take usury), then that person is the inhabitants of hell; they live in it. " (Surah Al-Baqarah [2]: 275).

Yusuf Qardawi mentioned in his book *The Lawful and Forbidden in Islam*, "Islam does not prohibit trade unless it involves injustice, fraud, exorbitant profits, or promoting something that is haram". The goal of Islamic Business is to multiply, maximize profits and also welfare or maximize Falah. Islamic business will consider the benefit of the whole society as well as other priorities in Islamic countries.

Digital marketing has got a place in an Islamic perspective, but syariah requirements must be obeyed. This is to ensure that the goals regarding online business, falah and maximum profits can be achieved. By achieving these goals Muslims can succeed in business and also in the hereafter. Falah maximization can be

achieved by complying with Syariah and the four main prohibitions outlined are the prohibition of usury, maisir, and gharar and the sale of prohibited products. On the other hand, maximizing profits from digital marketing can be achieved by differentiating the products, quality and services offered to customers through the marketing mix and online networks (Hartati, 2020).

### **Purposes and Benefits of Digital Marketing**

#### **1. Sharia digital marketing goals**

The purpose of syariah digital marketing includes three aspects, what can be achieved, measurable amount, how much, when. Thus the objectives of Islamic digital marketing are as follows:

- a. Increase market share.
- b. Increase the number of comments on your blog or website.
- c. Increase sales revenue.
- d. Reducing costs, for example distribution or promotion costs.
- e. Achieve branded goals, such as increasing brand awareness.
- f. Increase database size.
- g. Achieving goals customer relationship management, such as increasing customer satisfaction, purchase frequency, or customer reference rate.
- h. Improve supply chain management, such as by increasing member coordination, adding partners, or optimizing inventory levels (Abdurrahman,2021)

#### **2. Benefit Syariah Digital Marketing**

Benefits syariah digital marketing in general is to increase sales turnover, become a reference source, to be known by the wider community, become a consideration, increase website visitors, and also increase social media visitors. Social media is an element of digital marketing, a strategy for promotion, increasing sales, as well as awareness and branding. However, that does not mean that traditional marketing can no longer be used, because every business person has a different promotion according to the character of their product. For

business people, using social media or the online world for syariah digital marketing is the right choice. Following are the benefits of syariah digital marketing:

- a. Digital marketing connects you with consumers on the internet
- b. Digital marketing generates high sales.
- c. Digital marketing is more economical.
- d. Digital marketing activates subscription services real-time
- e. Digital marketing connects with device mobile.
- f. Digital marketing helps generate high income.
- g. Digital marketing provides higher ROI.
- h. Digital marketing improves position against competitors.
- i. Digital marketing competes with big companies.
- j. Digital marketing prepared the era internet of things.

### **Implementation of Digital Marketing Strategy**

The decision to implement digital marketing as a business strategy must be adjusted to the specifications of the company being implemented to ensure the need for implementing the strategy. There are two types of business characteristics to consider when making digital marketing decisions:(Pratiwi,2023)

1. Regarding the characteristics of customers and potential customers, two types of customer characteristics are distinguished: online customers and recent online customers. Using digital marketing is the best choice when customers search for or buy products and services provided by digital technology. Conversely, if the customer does not need to use digital technology, then there is no need to use a digital marketing strategy. However, unused customers are not completely unused, and may become potential customers in the future. Therefore, the use of digital marketing can still be seen as a marketing strategy with long-term goals.
2. Determine the characteristics and suitability of products, services and brands for digital marketing. Almost any product, service or brand can be sold online.



Behind this principle is the claim that you don't need anything special to sell products through a digital marketing strategy. When communicating with customers online, implementing a digital marketing strategy can help offer all kinds of goods and services.

### Implementation of Sharia Digital Marketing Strategy

The definition of implementation as an activity that adjusts to each other is also put forward by Mclaughlin. E-Marketing (Electronic Marketing) *is a marketing process that uses electronic communication technology, especially the internet. Therefore the researchers concluded that E-Marketing Implementation can be defined as the implementation or application of marketing using electronic communication technology, especially the internet. Marketers choose the marketing mix (4P) which consists of: product, price, place, promotion, and E-Marketing strategy which consists of: Search Engine Optimization, Email Marketing Strategy, Online Advertising, Online Newsletters, and Media News Rooms to achieve the plan's objectives and then develop an implementation plan (Implementation Plan) (Zafirahm, 2013).*

There are characteristics of digital marketing syari'ah that can be a guide for marketers as follows:

1. Theistic (*rabbaniyah*): this means that the main source of ethics in Islam is the total and pure belief in the oneness (oneness) of God.
2. The soul of a syariah marketer believes that these theistic or divine shari'ah laws are the most just, the most perfect, the most in harmony with all forms of goodness, the most preventing all forms of damage, the most capable of manifesting truth, destroying evil and spread the benefits.
3. Ethical (*akhlasiiyyah*) Another feature of the Shari'ah marketer apart from being theistic (*rabbaniyah*) is also because he puts forward the issue of morality (moral, ethics) in all aspects of his activities, because moral and ethical values are universal values, which are taught by all religions.
4. Realistic (*al-waqiiyyah*) Syari'ah marketer is a flexible marketing concept, as is the breadth and flexibility of Syari'ah Islamiyyah that underlies it. Syari'ah marketers

are professional marketers with a clean, neat and modest appearance, regardless of the model or style of dress worn, work by prioritizing religious values, piety, moral aspects and honesty in marketing activities.

### **Sales Turnover**

Turnover is the amount of product and service marketing results obtained and collected during a certain period, which is calculated based on the number of sales results obtained. The sales results achieved may increase or decrease depending on the sales results achieved during a certain period.

- 1) Factors that influence sales there are several factors that influence marketing activities in obtaining sales, including:
  1. Seller options and conditions.
  2. Market conditions.
  3. Capital.
  4. The state of the company's organization.
  5. Other factors include: promotions, gifts, advertising that affects sales (Wilujeng, 2023).

### **Syariah Marketing**

Islamic marketing is a strategic activity carried out by individuals or companies, leading the process of creating, offering and modifying products or services that promote material and spiritual well-being based on the rules of the Qur'an and Sunnah. in accordance with the Islamic principles of Muamalah. Syariah marketing plays an important role for companies that are expected to act professionally and behave in business, which can increase consumer confidence. Islamic marketing is based on business processes and Islamic values are implemented through Islamic marketing processes. Ability to market business processes that promote syariah values. The aim of syariah marketing is also to provide the right information (advertising), understand market and consumer conditions, align products with market preferences, Balancing production costs and

total sales volume, creating a desirable image, providing customer satisfaction and increasing emotional value. but there also has to be mental health issues. For example, the information and products offered and purchased by consumers are halal quality products (*Toyyib*) and do not involve usury or fraud (*tadlis*). There is no speculation (*garar*), coercion (*ridha*) or avoidance of transparency and disclosure of consumer requirements (*khiyar*).

### 1. Basic Principles of Syariah Marketing

In syariah marketing activities also have the principles of syariah marketing. (Parakkasi, 2020) The principles of business marketing in Islam include: The principle of tolerance (*ibahah*), the principle of justice (*al-adl*), the principle of free will (*al-hurriyah*), the principle of accountability, the principle of truth and honesty, the principle of preparedness (*ar-ridha*), and the principle of utility. The principles are explained as follows: (Zafirahmn,2013)

- a. Principle of Tauhid (*Tauhid*) This principle is a great principle. All human activities must be based on monotheistic values. This principle applies to gender, ethnicity, nationality and religion. Wealth is a trust and belongs to Allah as stated in the Qur'an (QS. Al-Kahf: 46).
- b. Principle of Acceptance (*Ibahah*) This principle gives marketers freedom to trade unless there are grounds expressly prohibiting trade. This principle pays attention to the dynamics of human needs. Humans as economic actors are free to do business among all people as long as the business does not violate sharia. Both refer to substances, processes and uses.
- c. Principle of justice (*al-'Adl*) Justice emphasizes the idea that a person receives something for himself. Therefore all transactions are carried out fairly. Be open, honest, reasonable and don't overdo it. Justice brings balance and harmony to the welfare circle. A place where wealth and business come together, not just a few.
- d. The Principle of Free Will (*al-Hurriyah*) Freedom is a quality and contribution that Islam provides to human beings. Based on this principle, entrepreneurs

can do business by making contracts and promises.

- e. Principle of responsibility In Islam, all human activities, including commercial activities, are responsible in the hereafter and must always follow the guidelines of sharia. As a practical matter, entrepreneurs must calculate their margins correctly, receive profits fairly and equally, use appropriate contracts and prohibit all transactions with individuals.
- f. Principles of Virtue and honesty, Justice in business includes intentions, attitudes, process behavior, progress, determination of profit margins, business efficiency and contracts used. The aim of marketing is to provide the best service, open and convenient to consumers. To build and maintain trust, marketing efforts must maintain integrity. Trust fosters stronger business relationships, increases transaction value and ultimately increases sustainable profitability.
- g. Principle of Willingness (*ar-Ridha*) Business practices emphasized in Islam are voluntary (*ridha*) without coercion (*ikrah*) or intimidation. The principle of equality is a key part of making a contract (*ijab qabul*), which means accepting that the object of a commercial contract is legal, precise and clear, the price is reasonable, and the parties have the right to choose between the two. The objective of this principle is to safeguard the interests, comfort and welfare of the contracting parties both during and after the contract.
- h. The principle of profit every business must generate the maximum profit for the entrepreneur in terms of material and value of life. The application of the utility principle in marketing activities is always related to business. The object of the transaction must be lawful and good (*halalan toyyibah*). From Abu Sa'id Sa'd bin Mâlik bin Sinan al-Khudri Radhyallahu anhu, the Prophet sallallaahu 'alaihi wa sallam said, "There should be no danger and no harm to other people

### **C. Research Method**

This type of research is descriptive qualitative research, namely research that describes the object of research based on facts in the field. This research with a qualitative descriptive method uses data and references in the form of documents related to the area. This research process was carried out on sharia digital marketing activities that had been carried out by the object of this research, namely the Iwa-Qu shop. Data sources are primary data obtained from the field through interviews with owners who provide information on this research and secondary data collected from written sources, namely books, research results such as reports, documents. Data collection techniques through direct observation to obtain the data needed by directly observing marketing activities, interviewing the owner regarding activities, events, motivation and documentation obtained through data documents in the form of sales archives.

### **D. Result and Discussion**

The Iwa-Qu business was founded in 2006 by the owner named Ibu Ordiana. The owner produces various kinds of souvenirs made from fish and is assisted by several employees. Mrs. Ordiana produces various kinds of souvenirs made from fish-based ingredients that have a halal logo and are also in great demand. Iwa-Qu's marketing strategy has carried out offline and online marketing. Offline marketing is carried out in places such as supermarkets while online marketing is carried out on social media such as Instagram, Go Food, Shopee Food, WhatsApp Business, Facebook and has also carried out various innovative products, including pastries, rengginang, pempek, snacks and etc. The turnover generated by the Iwa-Qu business has reached 40 million per month and their digital marketing strategy has been very successful.

#### **Digital Marketing**

Digital marketing is selling goods or services online such as blogs, websites, e-mails, gifts or social media, so that they reach a wider market and are available everywhere and can interact between businesses and businesses. to consumers via the internet (Wilujeng, 2022).

The results of the researcher's interview with the owner Ms. Ordiana, digital marketing has a very important role in running her business to promote her products through digital media that are widely used by society today such as WhatsApp, Instagram, Facebook and Shopee food. To attract consumer interest in the product, the owner of Iwa-Qu certainly innovates his product, both in terms of packaging and creating new products that can attract the attention of consumers. Delivery within the city uses a courier service, which is now easy to contact couriers via digital media. (Ordiana, Digital Marketing at Iwa-Qu Stores, 2023).

### **Implementation of Sharia Digital Marketing Strategy**

E-marketing Implementation is defined as Execution or Implementation marketing using electronic communication technology, especially the internet. Marketers choose the marketing mix (4 P) which consists of: product, price, place, promotion, and E-Marketing strategy which consists of: Search Engine Optimization, Email Marketing Strategy, Online Advertising, Online Newsletters, and Media News Rooms to achieve the plan's objectives and then develop an implementation plan (Implementation Plan) (Zafirahm, 2013).

The results of the researcher's interview with the owner show that this digital marketing strategy has been implemented as a key in their business, namely to increase their sales turnover and also to improve their products. Iwa-Qu products are not only sold in the city of Jambi, but have gone out of town too. Iwa-Qu's own production always uses good and quality fish as the basic ingredients. The price that is set is not too expensive for the quality that has been given. By seeing enthusiasts in Iwa-Qu products by doing digital marketing it will be able to increase turnover at the Iwa-Qu store so that at this UMKM Muzada Madu, Puhsarang Village, Semen District, Kediri Regency)" {Thesis, Iain Kediri, 2022), pp. 16-17. time the Iwa-Qu store already has several innovative products not just made from fish, but this Iwa-Qu shop already have several other products, for example basreng, rengginang and pastries. Prices for Iwa-Qu products start from Rp. 12,000 - Rp. 80,000 (Ordiana., Sales Turnover at Iwa-Qu Stores, 2023).

The owner implemented a syariah marketing strategy at the beginning of

developing his business using digital media, namely WhatsApp and Instagram. The owner tried to upload his product on WhatsApp and Instagram. Previously promoting its products only in the market to attract customers. As time goes by, the business being run is growing by implementing digital marketing strategies on the Marketplace at Shopee, go food and Facebook. In the advancement of the internet, digital media is not only a learning medium but also in the current era, people shop for any needs through digital media. because it is more practical not to need to leave the house. However, in digital marketing, the Iwa-Qu business is still lacking in terms of technological knowledge, therefore the Iwa-Qu business owner continues to learn and participate in the MSME community, both from seminars and webinars (Ordiana, Implementation of Digital Marketing Strategies at Iwa-Qu Stores, 2023).

## **E. Conclusion**

In this study, the implementation of digital marketing strategies to increase turnover has been well implemented, namely implementing strategies through WhatsApp, Instagram, Facebook and Shopee Food social media. Finding strategies to take opportunities in the presence of internal factors, strategies in dealing with threats in the presence of internal factors. The digital marketing that is implemented is in accordance with the principles of sharia marketing and muamalah fiqh in Islamic business with evidence of running a business honestly, responsibly and does not contain elements of fraud.

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