

**THE INFLUENCE OF THE USE OF FACEBOOK AS A MARKETING MEDIA ON
THE INCOME OF MUSLIM TRADERS IN SAPUGARA BREE VILLAGE,
BRANG REA DISTRICT, WEST SUMBAWA REGENCY**



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Abstract

This research aims to evaluate the effect of using Facebook as a marketing medium on the income of Muslim traders in Sapugara Bree Village, Brang Rea District, West Sumbawa Regency. This research used quantitative methods involving 22 Muslim traders in Sapugara Bree Village. The collected data was analyzed using SPSS Version 23 statistical techniques on the Windows 10 operating program. Before using Facebook or digital marketing, traders usually offered their goods or services door to door, through local radio advertisements, through word of mouth using marketing services, brochures, and pamphlets or leaflets. The research results showed that the use of Facebook as a marketing medium had a significant positive impact on the income of Muslim traders in Sapugara Bree Village. The statistical test results show 19.7%. This research provides an important contribution to strengthening our understanding of the role of Facebook as a marketing medium in increasing the income of Muslim traders. The implication is that Muslim traders in Sapugara Bree Village need to optimize the use of Facebook as an effective marketing strategy to increase their sales and compete in the digital business era.

Keywords: Facebook, Media Marketing, Merchant Income

INTRODUCTION

The Micro, Small, and Medium Enterprises (MSME) sector has a critical role in economic growth. Also, MSMEs contribute to employment absorption and distribution of development results. The general public's awareness of the importance of carrying out economic activities to ensure sustainable survival both within the family and in society has also increased. To achieve sustainable living prosperity, efforts need to be made to increase economic resources continuously (Agustina & Mukmin, 2023).

In general, a trader's instinct when making a transaction is to achieve the maximum possible profit, while for a buyer it is to obtain the product they need at the lowest possible price. Finally, negotiations take place between the seller and the buyer until an agreement is reached on the desired price. If both parties insist on their respective price offers, then a price agreement will be difficult to achieve. However, sometimes, due to urgent needs, buyers are forced to pay high prices (Siti Maro'ah, 2019).

Before using Facebook or digital marketing, traders usually offered their goods or services door to door, through local radio advertisements, through word of mouth using marketing services, brochures, and pamphlets or flyers. Based on preliminary interviews, several traders stated that their income before and after using Facebook as a sales or marketing tool had increased, but some did not realize or did not take into account the increase or development of their business because they did not calculate it with certainty. However, the development of information technology has brought about quite big changes in people's lives. The nascent social media has caused a shift in society's behavioral patterns, including existing culture, ethics, and norms. Indonesia, with a large and diverse population in terms of ethnicity, race, and religion, has enormous potential for social change. In today's digital era, social media has become an integral part of everyday life. One of the most famous social media platforms is Facebook (FB). Facebook has changed the way we interact, communicate, and even do business (Cahyono, 2016).

Social media, especially Facebook, has become a major force in influencing consumer behavior and decisions. In Indonesia, with its large population and cultural diversity, social media has an increasingly important role in creating social change and increasing sales for various types of businesses, from groceries to franchises (Zamahsari et

al., 2023). One of the most dominant social media is Facebook. With more than 2 billion monthly active users by 2022, Facebook offers a broad and diverse platform for a variety of interests, including business. For traders in Sapugara Bree village, FB can be a very useful tool for marketing their products to potential consumers, not only at the local level but also regionally or even globally (F. Kurniawan & Dewanti, 2023). Facebook offers a broad platform that can be accessed by various groups of people. This means traders, MSMEs, and other businesses can easily reach their potential consumers throughout Indonesia without geographical restrictions (Winarti, 2021). Through features like paid ads and organic posts on Facebook, businesses can promote their products and services to audiences that match their preferences and interests (Erwin, Ardyan, et al., 2023).

Features such as groups and business pages on Facebook enable merchants and MSMEs to build online communities around their brands. This way, they can interact directly with customers, listen to feedback, and strengthen relationships with them. This direct and personal communication not only increases customer loyalty but also helps in understanding consumer needs and desires better (Chawla & Chodak, 2021). Furthermore, Facebook provides various analytical features that enable businesses to track the performance of their marketing campaigns and identify consumer trends. By understanding this data, traders and MSMEs can optimize their marketing strategies to achieve better results. They can adjust their content, target audience, and advertising budget based on the insights they gain from analytics. Facebook is also an effective platform for building a brand and increasing brand awareness (Taryono, 2023). By presenting content that is relevant, engaging, and shares value, businesses can build a strong brand image and differentiate themselves from their competitors. This can help them attract the attention of potential consumers and persuade them to choose their products or services amidst stiff competition (Kim et al., 2023).

Thus, it can be concluded that Facebook is not just social media, but is also a very effective tool for increasing sales for traders, MSMEs, and various other types of businesses in Indonesia. By taking advantage of the features and functionality offered by this platform, they can achieve greater success in facing business challenges in today's digital era (Nasution et al., 2022).

West Sumbawa is a district that is rich in natural resource potential, however, villages in the region are still faced with significant economic challenges. One of the economic potentials is the trade sector, where local traders play an important role in the village's economic ecosystem. In recent years, developments in information and communication technology, especially the Internet and social media, have opened up new opportunities for business actors to market their products and services more effectively and efficiently. (Kusuma & Sulaiman, 2024). In Indonesia, including in remote villages such as Sapugara Bree, the use of Facebook has become a phenomenon that has spread to various levels of society, including Muslim traders. Sapugara Bree Village, located in the Brang Rea subdistrict, West Sumbawa Regency, is an interesting example for understanding how the use of FB as a marketing medium affects the income of Muslim traders in the area.

LITERATURE REVIEW

Facebook and Digital Marketing

A marketing strategy is a series of tactics and steps implemented by a company to achieve its marketing goals. The main goals to be achieved through marketing strategies are increasing sales, expanding market share, and of course, gaining greater profits. Every company has a marketing strategy and system that aims to provide direction for the company in the future. The main goal carried out by the company through marketing strategies is to achieve profits and dominate the competition. Profits can be obtained if the company can maintain and control its target market share. Strategy can be used to deal with threats that arise from both internal and external sources, as well as to take advantage of existing opportunities (Hidayanti, 2020).

Digital marketing, or what is often known as digital marketing, is all efforts made to market products or services via devices connected to the internet. This marketing strategy involves various digital media intending to interact with potential consumers through online communication channels. Digital marketing is a marketing strategy that takes advantage of advances in information technology (Taryono, 2023).

According to Rafi Mohammed, the definition of marketing involves the planning and implementation process of concept formation, pricing, promotional strategies, and distribution strategies for products and services offered by the company. The goal of this

marketing activity is to create a satisfying exchange for both the customer and the company. To achieve this goal, target market analysis, planning, and formulating strategies based on the results of the analysis, as well as strategy implementation and control are required (Mohammed et al., 2003).

Digital marketing and electronic marketing (e-marketing) are two concepts that almost have the same meaning, in Dave Chaffey's opinion. Both describe the management and implementation of marketing activities through electronic media. Online channels such as websites, emails, databases, and digital TV, as well as the latest innovations such as blogs, feeds, podcasts, and social networks, have become a reference in digital marketing. Digital marketing plays an important role in achieving marketing goals, building relationships with customers, increasing understanding of consumers, and integrating targeted communications with online services tailored to the needs of specific individuals or customer segments (Erwin, Elia Ardyan, et al., 2023).

In brief, Digital marketing is a strategy to achieve marketing goals by utilizing technology and digital media, especially the Internet. One of the well-known digital marketing services is Facebook, a social platform with more than one billion active users that facilitates interaction between users who have similar and different interests and interests. (Nasution et al., 2022).

Income

Income is a very vital element for every individual around the world. Revenue has a significant impact on the overall survival of a business. The success of a business depends on how much income the business can generate. According to the Big Indonesian Dictionary, income is defined as the result of work (business or similar) (Ministry of Education and Culture, 2015).

Meanwhile, in the management dictionary, income is defined as the amount of money received by individuals, companies, and other organizations in the form of wages, salaries, rent, interest, commissions, fees, and profits. According to Abdullah, income can be divided into two categories, namely individual income which is further divided into original income and derived income. Original income is income received by each individual who is directly involved in the goods production process. Meanwhile, derivative income is income obtained

from other population groups that are not directly involved in the production process (Effendi et al., 2023).

According to Anny in the book *Intermediate Accounting*, income is an inflow or increase in other assets of a business entity, either through debt repayment, delivery of goods, delivery of services, or other main activities. This inflow occurs during a certain period (Anny, 2020).

Types of Income

There are two types of community income, namely (Rudi P, 2021):

1) Permanent income

Fixed or permanent income is income that is received periodically over a certain period and can be predicted in advance. Fixed income can also be referred to as income that comes from factors that determine eligibility. Generally, fixed income can be divided into three categories, namely: a) Salaries and wages. Income or compensation is a reward obtained after an individual carries out tasks for another party within one day, one week, or one month. From an Islamic perspective, compensation is an amount of money handed over by the employer to the employee following the agreed agreement; b) Income from own business. Income from one's own business is the total production value after deducting all costs incurred, where this business is owned privately by an individual or family. Typically, the rental value of owned capital and other costs are not included in this calculation; c) Income from other businesses. Other income often called non-labor is income obtained without involving labor, such as passive income from renting out owned assets, interest from investments, donations from other parties, retirement income, and so on.

2) Temporary income

Temporary income is income that cannot be predicted in advance and is often irregular. This income falls into a category that includes financial donations, grants, and various other sources of income whose exact amount cannot be ascertained. In other words, temporary income is a type of income that is fluctuating and unstable and can come from various unexpected origins.

a. Elements of Income

In elements of income, we refer to the origins of the income, which include: a) Income from the production of goods or services; b) Rewards received for the use of a company's economic resources by other parties.

b. Income Indicator

According to Becker, a person's income depends on the skills, knowledge, and training he has, including investments in education, training, and so on (Rudi Pratama, 2021). Wetik explained that the concept of working hours involves a person's productive duration, the balance between work time and rest time, as well as the distribution of working hours in one day, including morning, afternoon, evening, and night. Generally, individuals can carry out productive activities for 6 to 8 hours, while the remaining time, namely 16 to 18 hours, is allocated for family, social, rest, and other needs. In one week, it is rare for someone to be able to work at full efficiency, this can ultimately reduce productivity and increase the risk of fatigue, which of course will have an impact on the income earned. According to Samuelson, some indicators can optimize revenue receipts in the business world, namely as follows (Gatiningsih & Eko Sutrisno, 2017): 1) Sales. A trade or buying and selling transaction is when a seller or provider of goods and services transfers ownership of a commodity to a buyer at a predetermined price. This process usually takes the form of selling products or services; 2) Length of Business. The duration of a business opening is a key factor that can have a direct impact on the income level of a business. A business person who runs his business for a long period tends to have a higher level of productivity. With good business continuity, efficiency in business operations can increase, so that production costs can be reduced. This will have a positive impact on sales of small products offered by the business. In other words, the duration of a business opening has a very important role in the success and sustainability of a business; 3) Entrepreneur Working Hours. Evaluation of length of work or working hours is an aspect of microeconomics, especially in labor supply theory. This theory examines the level of an individual's desire to work in the hope of earning an income or choosing not to work as a result of giving up the income they should obtain.

Islamic View of Income

Income from an Islamic perspective is income obtained through legitimate business. This income is believed to bring blessings from Allah SWT. On the other hand, wealth obtained from illegal activities, such as theft, corruption, and trading in prohibited goods, will not only cause disaster or torment in this world but also in the afterlife (Ilyas et al., 2023).

RESEARCH METHOD

This research aims to analyze the influence of using Facebook as a marketing medium on the income of Muslim traders in Sapugara Bree Village, Brang Rea District, West Sumbawa Regency. Because this research uses quantitative research methods, data collection uses instruments in the form of questionnaires as primary data, as well as observations and library data as secondary data (Sugiyono, 2018). This research method will explain the steps that will be taken in collecting, analyzing, and interpreting data.

Research Design

This research uses a quantitative research design that has been proven effective in the context of scientific investigations. This design allows researchers to collect data that can be measured numerically, facilitating in-depth statistical analysis to answer complex research questions (Yakin et al., 2023). The quantitative methods used provide clarity and structure to the data collection and analysis process, allowing for the generalization of research results in a wider population. In addition, the use of questionnaires as a research instrument in this quantitative framework allows researchers to obtain data from respondents efficiently and measurably, making it an appropriate method for testing hypotheses that have been specifically formulated (Yakin et al., 2023). This is different from qualitative research which is only based on words or descriptive observation findings (Ayyubi et al., 2023).

Population and Sample

Based on the methodology applied in this research, the census approach was considered the most appropriate strategy for collecting data because the research population was relatively small, namely 22 Muslim traders in Sapugara Bree Village. The census approach allows researchers to obtain a comprehensive and detailed picture of the characteristics, perceptions, and behavior of these traders without leaving anyone out of the

population that is the focus of the research. By taking the entire population as a sample, it is hoped that the results of this research can provide a deeper and more representative understanding of the issues studied in the context of Muslim traders in Sapugara Bree Village (A. Kurniawan & Puspitaningtyas, 2023).

Research Instrument

The main instrument used in this research was a questionnaire. A questionnaire will be used to collect data regarding the use of Facebook as a marketing medium, Muslim traders' income, and the marketing strategies used. The questionnaire will consist of two main parts (Sugiyono, 2016): a) Part One: Demographic Information. This section will collect data regarding the characteristics of respondents, such as age, gender, education, and length of business; b) Part Two: Questions Related to Facebook Usage and Income of Muslim Traders. This section will consist of questions related to the use of Facebook as a marketing medium and its impact on the income of Muslim traders. These questions will use a Likert scale to measure the respondent's level of agreement or disagreement with the statement given.

Validity and Reliability

To ensure the validity and reliability of the research instrument, several steps will be taken (Sugiyono, 2014): a) Content Validity: The questionnaire will be developed based on a review of relevant literature and theory to ensure that the questions in the questionnaire cover appropriate and relevant concepts; b) Construct Validity: Before using the questionnaire, a trial will be carried out on several respondents who are similar to the research population. This aims to improve and evaluate research instruments before they are fully used; c) Reliability: To ensure the reliability of the research instrument, reliability coefficients such as Cronbach's Alpha will be calculated for each scale used in the questionnaire.

RESULTS AND DISCUSSION

Demographic Information

Table 1
Respondent Frequency Spark Plugs Based on Gender

No	Sex Type	Frequency	Percentage (%)
1	Man	18	82%

2	Woman	4	18%
Amount	22	100%	

Source: Primary data processed, 2024

Based on the attached Table 1, this research involved 22 respondents who were Muslim traders in Sapugara Bree Village, Brang Rea District, West Sumbawa Regency. In terms of gender, the data shows that 82% of the total sample are men, while the remaining 18% are women. This indicates that the use of Facebook as a marketing tool for Muslim traders in Sapugara Bree Village, Brang Rea District, West Sumbawa Regency is mostly done by men.

Table 2
Frequency Distribution of Respondents Based on Age

No	Age	Amount	Percentage (%)
1	< 20 Years	3	13.63%
2	20-30 Years	8	36.36%
3	>30 Years	11	50%
Amount	22	100%	

Source: Data processed by the author in 2024

Based on Table 2 above, data was obtained on Muslim trader respondents based on age. Of the 22 respondents sampled in this research, there were 3 Muslim traders aged < 20 years with a percentage of 13.63%, then there were 8 traders aged 20-30 years with a percentage of 36.36%, and traders aged > 30 years 11 with presentation 50%.

Questionnaire Validity Information

Table 3
Validity Test of Facebook Usage Questionnaire

Statement	Correlation	Table Values sig. 5%	Note
Question 1	0.916	0.4227	Valid
Question 2	0.733		Valid
Question 3	0.900		Valid
Question 4	0.739		Valid
Question 5	0.548		Valid
Question 6	0.807		Valid
Question 7	0.589		Valid
Question 8	0.735		Valid
Question 9	0.597		Valid

Question 10	0.733	Valid
Question 11	0.550	Valid

Source: Data processed by the authors in 2024, using SPSS Version 23

Table 4
Validity Test of Muslim Traders' Income Questionnaire

Statement	Correlation	Table Values sig. 5%	Note
Question 1	0.611		Valid
Question 2	0.523		Valid
Question 3	0.778		Valid
Question 4	0.794		Valid
Question 5	0.756		Valid
Question 6	0.414	0.4227	Invalid
Question 7	0.815		Valid
Question 8	0.482		Valid
Question 9	0.663		Valid
Question 10	0.628		Valid

Source: Data processed by the authors in 2024, using SPSS Version 23

Based on tables 3 and 4 above, there is one invalid question item, namely question item number 6 where the person correlation value is smaller than the r table (0.4227), so that item is considered invalid or eliminated while the other X and Y items have person values. The correlation is greater than rtable so it can be considered valid and can be used as a data collector.

Questionnaire Reliability Information

To carry out reliability tests, the researcher chose to utilize SPSS Statistics Version 22 software, and in the process used Cronbach's alpha statistical test. In determining reliability, the criteria used are if the test results with Cronbach's alpha statistical test produce a value greater than 0.60, then the instrument is considered reliable. Conversely, if the Cronbach's alpha value is less than 0.60, then the instrument is considered unreliable.

Table 5
Validity Test of the Facebook Usage Questionnaire X Muslim Traders' Income

Variable	Coefficient Reliability	Cronbach's Alpha	Information
Facebook Usage (X)	11 Questions	0.889	Reliable
Muslim Trader Income (Y)	10 Questions	0.843	Reliable

Source: Data processed by the author in 2024, using SPSS Version 23

From the results listed in Table 5 that have been displayed, information can be obtained regarding the Cronbach alpha reliability coefficient for these two variables, which were evaluated using SPSS statistical software. Variable X shows a reliability coefficient of 0.889, while variable Y shows a reliability coefficient of 0.843. These two values significantly exceed the minimum threshold for reliability, namely 0.60, which is generally used as a standard in assessing reliability. Therefore, both variables can be confidently classified as reliable, confirming the reliability of the data collected through the instruments used.

Test Results of the Effect of Facebook Use on Muslim Traders' Income

Testing the influence between Facebook use and Muslim traders' income in this study used the Determination Coefficient Test (R^2) to analyze how much variability in Muslim traders' income can be explained by variability in Facebook use. With this method, researchers can evaluate the extent to which Facebook usage factors contribute to the income variations observed in the sample of Muslim traders studied.

Table 6
Testing the Effect of Facebook Use on Muslim Traders' Income

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,444a	,197	.144	1.90120

a. Predictors: (Constant), Facebook Usage

b. Dependent Variable: Muslim Traders' Income

Source: Data processed by the author in 2024, using SPSS Version 23

Analysis of the data revealed in Table 6, which is the result of the test process carried out, reveals that the R Square in this study reached 0.197, which is equivalent to 19.7%. In this context, this figure indicates how much variation in revenue can be explained by digital marketing factors. In other words, about 19.7% of the variation in revenue can be directly attributed to Facebook usage efforts. Meanwhile, the remainder, namely 80.3%, is explained by other factors not included in the scope of this research. This indicates that other variables outside digital marketing have a significant contribution to variations in income, which shows the complexity that may occur in economic dynamics and consumer behavior.

CONCLUSION

The study conducted in this journal aims to evaluate the effect of using Facebook (FB) as a marketing medium on the income of Muslim traders in Sapugara Bree Village, Brang Rea District, West Sumbawa Regency. In the context of this research, the use of FB is identified as an effective tool for increasing sales and expanding market reach for Muslim traders.

The research results show that the use of FB as a marketing medium has a positive influence on the income of Muslim traders in Sapugara Bree Village. Through features like paid ads and organic posts, merchants can promote their products and services to an audience that matches their preferences and interests. Additionally, the group and business page features on FB allow merchants to build online communities around their brands, interact directly with customers, and strengthen relationships with them.

Based on the results of the research conducted, it was concluded that the use of Facebook (FB) as a marketing medium has a positive influence on the income of Muslim traders in Sapugara Bree Village, Brang Rea District, West Sumbawa Regency. FB allows merchants to promote their products and services to a wider audience, build relationships with customers, and increase brand awareness.

The use of FB also provides traders with wider access to expand their market reach. In the context of Sapugara Bree Village, the use of FB as a marketing medium is an effective tool in facing economic challenges and exploiting existing economic potential. Therefore, the use of FB can be considered a relevant and effective strategy for Muslim traders to increase their income. This finding is based on the results of tests carried out, which show that the R Square in this study reached 0.197, equivalent to 19.7%. This figure indicates the extent of variation in revenue that can be explained by digital marketing factors. In other words, about 19.7% of the variation in revenue can be directly attributed to the digital marketing efforts undertaken. The remainder, namely 80.3%, is explained by other factors not included in the scope of this research. This suggests that there are other variables outside digital marketing that contribute significantly to variations in income, illustrating the possible complexity of economic dynamics and consumer behavior.

However, it is important to remember that using FB as a marketing medium also requires a good understanding of its proper use, an effective content strategy, and monitoring the performance of marketing campaigns. Therefore, traders need to develop knowledge and skills in optimally utilizing FB to achieve the desired results.

Based on the research results, researchers can provide several suggestions to Muslim traders in Sapugara Bree Village, Brang Rea District, West Sumbawa Regency regarding the use of Facebook (FB) as a marketing medium, namely; First, traders need to increase their understanding of the potential and features of FB as a marketing medium. They can take part in training or seminars that discuss digital marketing strategies and the effective use of FB. Second, quality content will attract the attention of potential customers and build strong relationships with them. Third, merchants need to use the analytics features provided by FB to track the performance of their marketing campaigns. Merchants need to take advantage of opportunities to interact directly with customers through comments, private messages, or discussion groups. Lastly, merchants can consider collaborating with local influencers or relevant communities on FB. By implementing these suggestions, it is hoped that Muslim traders in Sapugara Bree Village can utilize FB more effectively as a marketing medium.

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