

SHARIA DIGITAL MARKETING AS AN EFFORT TO INCREASE THE INCOME OF MSMEs IN NORTH LOMBOK REGENCY

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Abstract

Marketing through digital media has become a common step for MSME actors. This makes it easier for them to reach consumers, especially in the modern era when consumers can easily find the products they want. Digital marketing strategy is the key to improving and developing MSME businesses in a better direction in the future. This study uses a descriptive qualitative research method with data collection and analysis techniques involving observation, interviews, and the use of secondary data such as journals, articles, books, and related mass media. The data analysis technique used is Miles and Huberman analysis, which includes data collection, data reduction, data presentation, and drawing conclusions or verification. The results of the study show that digital marketing to MSMEs in Tanjung District has used various applications such as WhatsApp, Instagram, TikTok, and Facebook. The use of these applications is very helpful in increasing product marketing, not only among local people but also reaching consumers from various regions. However, the scope of digital marketing has a positive impact although it may not always be in accordance with expectations.

Keywords: Strategy, Digital Marketing, MSMEs, Marketing

INTRODUCTION

Microbusinesses are a form of productive business owned by individuals or individual business entities, with criteria regulated in the law. With a larger number of business units than large-scale industries, MSMEs play an important role in the Indonesian economy. Their advantages include the absorption of labor and encouraging equitable economic development. In Indonesia, MSMEs are very popular in various regions, both urban and rural, supported by abundant natural and human resources, which are the pillars of the country's economy, reflecting the status of developing countries (Anastasia & Oktavia, 2021).

Of course, small and medium enterprises have an important role in reducing the unemployment rate and improving the welfare of people in Indonesia. In addition, the growth of MSMEs in the field of Islamic economics, such as culinary, finance, insurance, fashion, cosmetics, medicines, entertainment, and tourism that follow the halal concept, also contributes greatly to boosting the national economy. This is proven by the growth of MSMEs which continues to increase every year. Indonesia, which is ranked top in the Global Muslim Travel Index 2019, shows great potential in the tourism industry that follows halal principles (Cheren & Hery, 2021).

That's right, marketing plays a key role in the success of a business. Digital marketing has become a very important strategy in marketing products and increasing the visibility of companies. With digital technology, information can be easily collected and shared, allowing businesses to develop their businesses more effectively. Digital marketing allows for the establishment of the right social media platforms, the development of effective messages, and strategic decision-making in product promotion. Along with technological advancements, digital marketing has become a must for the success of today's businesses (Faraby, 2021).

Of course, halal products are not only a necessity of Islam but also important for health and general cleanliness. The growth of halal food not only stimulates the interest of Muslims but also non-Muslims because it ensures cleanliness and health. Thus, it is important to ensure the halalness of products circulating in the community to provide a sense of safety and comfort for consumers.

Halal products have a far-reaching impact, not only from a religious point of view but also from a health and hygiene perspective. This helps create an environment where consumers feel confident that what they consume or use has met the standards set for halal and hygiene. With the increasing awareness of the importance of halal products, companies are likely to invest more in obtaining halal certification and expanding their product lines to reach a wider market.

That's right, the marketing of halal products has become a significant trend for MSMEs. To gain consumer trust, MSMEs must ensure that their products meet halal standards in all stages of production, from the acquisition of raw materials to the presentation of the product. Digital marketing is an effective strategy for MSMEs to increase visibility and carry out marketing activities more efficiently. By utilizing digital platforms, MSMEs can reach a wider market and strengthen their brand image as providers of quality halal products (Nasrulloh, 2021).

Digital marketing is indeed a vital strategy for the growth and development of MSMEs. According to the United States Marketing Association, digital marketing involves activities, organizations, and procedures supported by digital technology to create, deliver, and deliver value to consumers and stakeholders. By adopting digital marketing, MSMEs can take advantage of various digital platforms and tools to increase brand visibility, reach target markets efficiently, and increase customer engagement (Nugrahani, 2021).

Technology that continues to develop has provided positive innovations for micro, small, and medium enterprises (MSMEs), especially in terms of acquiring potential customers. Digital marketing is one of the most important aspects of modern marketing strategies for MSMEs because it allows them to market their products efficiently and affordably. With digital marketing, MSMEs can make transactions online, 24/7, so that their products can be accessed by consumers around the world. This not only makes it easier for customers to find and order products but can also increase sales volume for MSMEs. Thus, digital marketing has become a key pillar in product marketing strategies for MSMEs, helping them achieve their marketing goals and increase their positive impact on sales.

REVIEW OF LITERATURE

Sharia Digital Marketing Strategy

Technology that continues to develop has provided positive innovations for micro, small, and medium enterprises (MSMEs), especially in terms of acquiring potential customers. Digital marketing is one of the most important aspects of modern marketing strategies for MSMEs because it allows them to market their products efficiently and affordably. With digital marketing, MSMEs can make transactions online, 24/7, so that their products can be accessed by consumers around the world. This not only makes it easier for customers to find and order products but can also increase sales volume for MSMEs. Thus, digital marketing has become a key pillar in product marketing strategies for MSMEs, helping them achieve their marketing goals and increasing the positive impact on sales (Tyas & Prasetyo 2014).

A digital marketing strategy is a marketing effort that uses digital platforms such as the Internet and social media to promote a product or service. For Muslim entrepreneurs, it is important to ensure that the products marketed are by Islamic principles, such as selling products that are halal and in accordance with Islamic law, and applying business ethics that follow Islamic values."

Yes, that's right. In addition to having amazing tourism potential and distinctive local handicrafts, North Lombok Regency is also known for its lively and diverse MSME market. The MSME market is a center of economic activity for micro, small, and medium business actors, as well as a place for local people to get quality local products. The existence of this MSME market also contributes positively to the development of the local economy and the improvement of community welfare in North Lombok Regency.

The MSME market in North Lombok Regency is not only a place to buy and sell local products, but also a place to promote the diversity of cultures and traditions owned by the local community. Through the MSME market, local entrepreneurs can expand their market reach, increase income, and increase awareness of the importance of supporting local products. With the support of the local government and various related parties, the MSME market in North Lombok Regency can continue to grow and provide great benefits for economic growth and community welfare in the region.

Newly established companies have a primary focus on achieving targeted profits, company growth, or increasing market share. From the perspective of the marketing concept, the company's goals are achieved through the influence of consumer decisions. Consumers' own decisions are influenced by the fulfillment of their needs and desires through integrated marketing strategies.

The goal of marketing is to change the marketing management paradigm that previously failed to deal with various problems because the market continues to evolve. These market changes are triggered by population growth, increased purchasing power, communication expansion, technological advancements, and changes in other market environment factors.

In marketing, the goal is to build long-term, mutually satisfying relationships with related parties such as customers, products, suppliers, and distributors, to obtain and retain referrals and business continuity. In the context of marketing in Islam, there are five main principles: unity (*tauhid*), ability (worship), justice (*al'adl*), free will (*alhurriyah*), as well as accountability, truth, wisdom, honesty, willingness (*al ridha*), utility, and prohibition (haram) (Nurhadi, 2019).

In Sharia marketing, every stage from the idea of the idea to the product offering must be aligned with Islamic principles. This includes ensuring transparency in transactions, avoiding *riba* and *gharar* (uncertainty), as well as ensuring fairness and mutual welfare between customers and sellers. By applying these values, Sharia marketing aims to create sustainable and mutually beneficial business relationships for all parties involved, following Islamic teachings (Rosli, 2012).

Marketing Mix

The marketing mix, which consists of the 4Ps (Product, Price, Place, and Promotion), is a combination of core elements in the marketing system, including products, price structures, promotional activities, and distribution systems. It is a tactical and controlled tool that companies use to achieve the desired response from the target market. The marketing mix also serves as a tool that allows companies to gain market share and achieve their marketing goals effectively.

Effective marketing does pay attention to the long-term aspect and all elements of meeting consumer needs, not just focusing on sales. This includes identifying the individual's role in decision-making, purchase criteria, and influence on purchase decisions. By using a marketing mix, companies can determine strategies to deal with various market conditions such as competition, product life cycle, product category, and target market. This is essential to achieving marketing goals.

The main problem in designing a Sharia marketing mix is to ensure consistency between its four elements in the context of Islamic principles. The first step in designing a Sharia marketing mix is a deep understanding of the target market and the needs of that market. This is important because marketing is centered on meeting market needs, which in turn can only be achieved through products that comply with Sharia principles. With a strong understanding of the market and market needs, companies can design marketing strategies that prioritize Islamic values and ensure consistency in every element of their marketing mix.

Previous research by Utami and Firdaus (2018) discussed the influence of marketing mix on online shopping behavior with a focus on agribusiness. They found that the marketing mix in general affects consumers' perception of purchasing products through online buying and selling platforms, with an emphasis on ornamental plant seeds. However, when analyzing the individual components of the marketing mix, the product factors and promises given influence the consumer's purchasing decision.

Research conducted by Fatma et al. (2019) regarding the influence of consumer interpretation on the Sharia marketing mix in Sari Ayu Hijab shampoo products from PT Martina Berto Tbk. This research aims to understand consumer perception of the product in the context of the Sharia marketing mix and the relationship between consumer satisfaction and loyalty. The findings of the study show that consumer perception of Sari Ayu Hijab shampoo is generally positive, and the Sharia marketing mix has a positive and significant influence on consumer satisfaction, with product and distribution being the dominant variables.

RESEARCH METHOD

This study uses a descriptive qualitative method. The data collection techniques used are primary data through interviews and direct observation at the research site, as well as secondary data obtained from scientific sources and articles relevant to the research topic. The subject of the research includes people, places, and objects that are the source of information. The descriptive approach is used to describe the spoken words of the observed business actors. Data analysis was carried out using the Miles and Huberman analysis method, which involved data collection, data reduction, data presentation, and drawing conclusions or verification. This research is focused on the Kamal sub-district because there are many MSMEs and potential markets in the region. The data analysis in this study adopts the theory of the Miles and Huberman model, which emphasizes an interactive and continuous approach. The following are the steps that must be taken by the researcher in analyzing the data that has been collected from all informants before making a decision: Collect complete data from all informants first.

In this study, the researcher uses thematic analysis as a method to explore the meaning of interviews and enrich qualitative data. The last step is drawing conclusions and verification. The conclusion in qualitative research has the potential to answer the formulation of the problem that has been formulated from the beginning. This conclusion is a discovery that has never existed before, which can be in the form of a new picture or understanding of an object that was previously not so clear or known. These findings can include cause-and-effect relationships, interactions, hypotheses, or even new theories (Salam & Makhtum, 2022).

RESULTS AND DISCUSSION

Implementation of Sharia Digital Marketing

The basic concept of sharia marketing puts a strong emphasis on moral and ethical values, no matter what the religion is. Because moral and ethical values are universal values, which are taught by all religions. In a hadith narrated by Ibn Majah, it is also mentioned that the Prophet PBUH said:

"Abu Sa'id al-Khudry said: The Prophet PBUH said: Indeed, buying and selling is only valid if it is consensual" (H.R. Ibn Majah).

Sharia marketing in Islam has unique characteristics that are not found in conventional marketing. This characteristic must be the philosophical and theoretical foundation for a Sharia marketer to carry out practical marketing activities in accordance with Sharia principles (Yudityawati & Fitryah, 2022)

The first characteristic of Sharia marketing is Rabbaniyah, which means that Sharia marketing is based on awareness of divine values and religiosity. This affects every aspect of Sharia marketing activities, avoiding actions that harm others. A Sharia marketer believes wholeheartedly that divine Sharia laws are fair and perfect, provide a lot of goodness, prevent damage, and realize benefits for mankind. In practice, a Sharia marketer will be careful in every step and decision-making, because it is driven by the principle of retribution from Allah SWT (Sofyan, 2017).

These principles are the spirit of its activities: taking responsibility for all actions, taking into account the impact of actions taken, and ensuring goodness every step of the way. They will also prioritize ethical, moral, and cultural aspects in all aspects of their lives, keeping them from harming others (Nurfauzia & Fikriyah, 2020)

In the concept of Sharia marketing, it is important to have realistic traits that are not exclusive, fanatical, or in the context of Sharia marketing, a Sharia marketer will be anti-progress, but flexible, inclusive, and open to changes that do not contradict Sharia principles. A Sharia marketer must pay attention to the culture of the community, receive advice and input from others, be adaptive to changes in situations and conditions, and be professional.

In Sharia marketing, it is important to have humanistic characteristics that prioritize good relations based on humanitarian aspects. A Sharia marketer must be able to control emotions, care about others, maintain common interests, and not use harmful methods to achieve profits. The main basis of Sharia marketing is to respect differences, uphold people's customs and culture, and achieve common prosperity.

Sharia Digital Marketing Strategy Efforts

Increasing MSMEs

The ability to use digital marketing has become a very important aspect for modern business actors. Lifestyle changes that occur along with the development of the times show how important it is to adapt to increasingly sophisticated technology. However, some people may miss the opportunity because they have not fully understood or kept up with existing technology developments (Estefany & Latifah, 2022). With the development of MSMEs, consumers can easily meet their basic needs. Therefore, it is not surprising that MSMEs are starting to recognize and use digital marketing. Even though it competes with competitors who also use this strategy, the existence of digital marketing in the community that has applied it will have a significant impact on the business owned (Ahmad & Rhoman, 2023).

Every MSME must have a unique strategy to achieve its target market. K Amal District is certainly not only a few MSMEs but there are many and various kinds of products that are marketed. The following products owned by MSE M Bangkalan are:

Fruit Shop

There are many fruit sellers in Tanjung District. The results of research from Mr. Denu's fruit shop on Jl. Kec, Tanjung that the fruits sold from the store are various kinds of fruits including melons, watermelons, bananas, grapes, pinkies, salak, mangosteen, dragon fruit, apples, pineapples, avocados, mangoes, and rambutan. Although there are already many fruit shops lined up, the fruit shops have implemented their marketing strategy using 2 methods, namely offline and online marketing. Offline marketing by opening shophouses next to the road in Tanjung District while Online marketing used is only WhatsApp and Facebook media.

WhatsApp

MSMEs took fruit using the WhatsApp application as a digital marketing medium. For the implementation of digital marketing strategies on these products, pamphlets and videos are made and the price of the product is listed and then a story is made and can be shared with various existing groups.

Facebook

For Facebook alone, the store applies a strategy not much different from WhatsApp by uploading photos, and photos listing available cellphone numbers or pamphlets on Facebook stories and uploading videos on Reels because the scope is wider to see and can last more than 24 hours. Therefore, fruit shops can see the benefits of using digital marketing strategies, which can help their efforts to introduce more customers. However, because the store is not so active in online marketing, digital marketing does not generate greater profits. However, customers who come or buy the product, know from the media and some already know the place.

From digital assistance, marketing also helps the fruit shop business even though it is not optimal. At most, the product runs out with a minimum of 3 days from the marketing. Digital marketing does play a significant role in keeping companies in the competition, although the effect on sales figures is not significant to other businesses. One of the mistakes made by bookstore business actors in digital marketing is not utilizing social media that has been used in their sales strategy, so digital marketing cannot maximize sales results.

Sate Tanjung

One of the famous culinary specialties of Lombok tourism is Sate Tanjung, in North Lombok Regency. The deliciousness of Sate Tanjung makes many travelers come to enjoy Lombok tourism. This Sate Tanjung is rich in spices with a spicy taste guaranteed to make the tongue sway and be addictive. The name Sate Tanjung is taken from the name of the place where this satay comes from, namely Tanjung District, North Lombok Regency. Because it is popular with culinary connoisseurs, Sate Tanjung is widely served as a menu of choice for food stalls in Lombok. But for tourists who want to enjoy the original taste of Sate Tanjung, you can directly visit the Sate Tanjung stall in North Lombok. About 1 hour drive from Mataram City. Usually after enjoying several Lombok tourist destinations Gili Trawangan, Gili Meno, or Gili Air, tourists usually hunt for Sate Tanjung.

In this study, the researcher took an object in Tanjung District. The results of the research on Mr. Ridho's Sate Ikan Boger located on the road. The North of the Jabal Nur Tanjung Mosque is one of the Sate Tanjung businesses that has been established for 10 years. In the era of boger fish satay technology, it has been possible to apply two marketing methods at the same time, Online and Offline. From its offline marketing, Sate Ikan Boger started a

shophouse located in a rural environment before developing into a roadside shophouse. In addition, creating a place with a very good design can help marketing strategies can be improved even though the reach is narrower. As for online marketing itself, the implementation of strategies is carried out with WhatsApp and Instagram applications.

For the implementation of the strategy carried out on the Sate Ikan Boger WhatsApp application by sharing photos or pamphlets to stories and to one of the groups that already have many customers and not only one MSME is in it and on the condition that they do not violate the rules of the group. The WhatsApp application is certainly the main movement in their digital marketing because even though customers find fish satay products through other applications, they still want to buy the product through WhatsApp. Of course, it is certain that of all the applications used for product marketing, if the business owner's cellphone number that can be connected to WhatsApp is included, it can make it easier for customers so that later the product will be more widely known to people. One of the strategies implemented to increase digital marketing is by utilizing or activating application media that has been used to attract consumer interest in the product.

The Instagram application used for digital marketing with nama@sate_ikanbogor. has implemented its strategy by creating stories, feeds, and reels, but currently, it is not very active because it is hampered by a shortage of employees who can reactivate Instagram. The Instagram application used by the fence can make it easier for potential customers to get to know the product. Although the digital marketing used is not so active, fish satay MSMEs said that digital marketing is very influential and helps their business when offline marketing is not so crowded. Using or reactivating the application used can help increase the MSMEs. One of the obstacles to digital marketing being less active is if it violates regulations or strategies violated by MSMEs, then it becomes an obstacle to the lack of development of digital marketing used.

CONCLUSION

Sharia marketing has two important aspects, namely planning through the idea of a product and the Sharia marketing strategy of products to consumers. These two aspects must be implemented by Sharia marketers by paying attention to economic rules and ethics to get

maximum quality and products that benefit consumers. Sharia marketing has inherent characteristics, namely Rabbaniyyah, ethical, realistic, and humanistic. In principle, Sharia marketing makes marketing activities a means of worship to Allah SWT, away from product manipulation, prioritizing consumer needs, and excellent service guarantees to provide consumer products, which are produced of quality and provide benefits. Digital marketing is a media tool that greatly helps business actors make their business ventures easier. Of course, it is very useful and influential for MSMEs who have implemented digital marketing for their businesses. Based on the discussion and analysis above, it can be concluded that digital marketing in MSMEs in the Tanjung sub-district has used these media, the applications used include WhatsApp, Instagram, TikTok, and Facebook. The application is certainly very helpful in increasing product marketing so that not only the surrounding circles know but also from various regions. The scope of digital marketing has a very positive impact even though it does not go as we want. It needs to be improved again to always activate social media that has been used in marketing MSME products to provide even more optimal marketing.

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