

## **Marketing Strategy of Bielda Cake Through Facebook in Islamic Economics Perspective**

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### **Abstract**

The aim of this research is to find out the marketing mix strategy carried out by micro businesses at Bielda Cake and to find out the Islamic economic perspective on carrying out marketing strategies via Facebook media at Bielda Cake. This research uses qualitative methods, with data analysis techniques using descriptive analysis. Data collected through direct interviews with the owner of the Bielda Cake Shop and documentation. The author conducted research at the Bielda Cake Shop located in Betung Village, Kumpeh District, Muaro Jambi Regency. The results of this research can be seen that the Bielda Cake Shop markets its products using a form of marketing through an online system which includes social media Facebook. Apart from that, the Bielda Cake Shop also implements a marketing strategy by developing a marketing mix which consists of four elements, namely product, price, location and promotion. The products sold use quality and non-hazardous materials, prices are commensurate with quality, promotions use Facebook media and billboards, and strategic locations on the side of the road. The marketing strategy through Facebook media is in line with the marketing principles contained in Islamic economics, namely honesty without deception, maximum service and fairness without discriminating between consumers.

**Keywords:** Marketing Strategy, Social Media, Islamic Economic Perspective

### **A. Introduction**

The development in Indonesia of micro, small and medium enterprises (MSMEs) is considered very good and is also a pillar of the country's economy. These MSMEs can be found from rural areas to densely populated cities. Especially in this technological era, the government has decided that MSME players should start reforming marketing techniques by utilizing the technology that has been provided. The most relevant business strategy and able to answer the challenges of increasing market competition is a business strategy that is able to accommodate market criteria through the use of various types of facilities and infrastructure that are also increasingly advanced and developing (Diana, 2012).

One business strategy that is able to accommodate market criteria is a strategy in the marketing aspect using digital tools or known as digital marketing, which is a marketing method carried out using the help of digital instruments, mainly the internet along with various applications contained in it and equipment that supports the use of these media, which allows the creation of a network or connection with many parties, in this case between producers/sellers and customers, without being limited by distance, time, and place. to encourage digital marketing can be done through technological devices to social media such as the use of Instagram, Facebook and Twitter applications. This application can be used as a tool to promote, sell products, to interact or communicate directly between sellers and buyers (Farahdinna, 2012).

74% of internet users in Indonesia use smart phones. This has an impact on

marketing trends long before the pandemic, especially since marketing trends have actually shifted from conventional transactions to digital transactions. Digital marketing is a promotional activity and market search through digital media online by utilizing various means such as social networks. The virtual world is no longer only able to connect people with devices, but also people with other people around the world. Digital marketing usually consists of interactive and integrated marketing to facilitate interaction between producers, market intermediaries and potential consumers (Devi et.al, 2023). The high consumption growth is partly driven by the ease of buying and selling activities through various platforms, which makes it easier for consumers to obtain goods and services, one of which is online shopping or e-commerce (Posmaria, 2017).

Islamic view The concept of competing, competing, and hastening in goodness (worship) and business (business) is stated in the Qur'an letter al-Baqarah verse 148 as follows:

وَلِكُلِّ وُجْهَةٌ هُوَ مُوَلِّيهَا فَاسْتَبِقُوا الْخَيْرَاتِ أَيْنَ مَا تَكُونُوا يَأْتِ بِكُمُ اللَّهُ جَمِيعًا إِنَّ اللَّهَ عَلَى كُلِّ شَيْءٍ قَدِيرٌ  
“And for every nation there is its own qiblah to which it turns. So compete (in making) good. wherever you are, Allah will gather you together (on the Day of Resurrection). Verily, Allah is All-Powerful over all things.” (Q.S Al-Baqarah[2]: 148)”. Kemenag, 2022)

Competing in goodness has many types and kinds. Doing business can be said to be a good thing, if it is done for the benefit of many people and is done in a halal and thoyib (good) way, it will bring greater benefits.

The following is a graph of the growth of UMKM in Indonesia 2015-2019:



Source: Ministry of Cooperatives and UMKM Data

Data from the Ministry of Cooperatives and MSMEs in Indonesia shows that the number of MSMEs in 2015 amounted to 59.5 million units, in 2016 amounted to 61.7 million units, in 2017 amounted to 62.7 million units, in 2018 amounted to 64.2 million units, in 2019 amounted to 65.5 million units. This data shows that MSMEs in Indonesia from 2015 to 2019 have increased continuously, and illustrates that business competition is also getting higher.

The development of the times of MSME actors also faces quite heavy obstacles in developing their business. Hidayati (2008), based on research conducted by BPS, there are several weaknesses and problems that are often faced by MSME actors, namely (a) difficulty

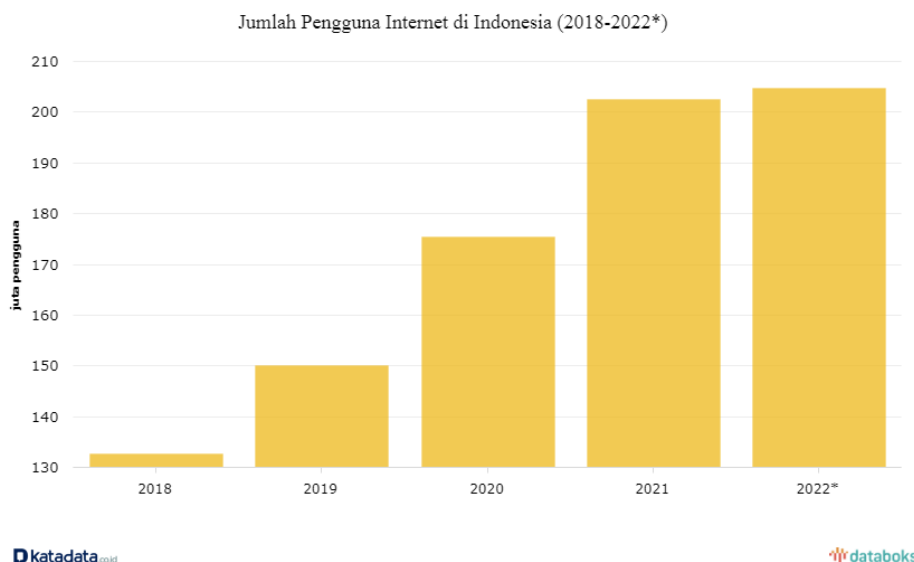
or lack of capital, (b) low education or lack of managerial skills (HR), (c) intense competition between companies, (d) marketing difficulties, (e) lack of raw materials, (f) lack of production and technical expertise, (g) lack of knowledge about management issues, especially accounting and finance. The basic problem in micro business actors is marketing, the marketing problems faced by MSME managers are (a) market problems and product competition, (b) development support problems for MSMEs, and (c) market information access problems. (Wardhana, 2017)

MSMEs have an important role in economic development, especially in Indonesia, in their ability to carry out economic activities independently. This is proof that MSMEs are able to carry out their economic activities without the support of other parties to compete with other business markets (Sholicha, 2021). So that in maintaining and developing a business, every business actor must work hard, wisely and carefully to maintain public trust and adapt to the situation.

The development of digital technology which is increasingly advanced can be used as an alternative by MSME players as a medium for marketing their products online, if we look at the current development and internet users from time to time have increased.

The following is a graph of the growth of internet users in Indonesia 2018-2022:

**Picture 1.2** Growth of internet users in Indonesia



Source: <http://www.katadata.com>

Based on the picture above, it can show that internet users in Indonesia have increased every year. In 2018 internet users totaled 132.7 million users, in 2019 internet users totaled 150 million users, in 2020 internet users totaled 175.4 million users, in 2021 internet users totaled 202.6, and in 2022 internet users totaled 204.7 internet users.

The development of digital technology that is increasingly advanced requires MSME business actors to be able to adapt and be literate in information technology with the times where for now the digital economy is active and people have used social media a lot.

Social media is useful as a means of communication in business, both used to help communicate between sellers and buyers, help market products or services, save on promotional costs, are less time consuming, and can be used for online sales. Social media is an interaction between consumers and producers or between individuals or business groups in the form of networks, images, videos, and text (Romdonny, et. al, 2018). The following is a graphic image of social media usage in Indonesia in 2022:

Picture 1.3 social media frequently used in Indonesia



Source: *suaragratiqfm*

In the graph above, it can show that in the We Are Social report, Hootsuite 2020 in the first place is Youtube with a percentage of 88%, second place is Whatsapp with a percentage of 84%, third place is Facebook with a percentage of 82%, fourth place is Instagram with a percentage of 79%, fifth place is Twitter with a percentage of 56%, sixth place is Line with a percentage of 50%, seventh place is Messenger with a percentage of 50%, and the last place is LinkedIn with a percentage of 35%. then MSME players must be wiser and more careful in choosing social media that is more in accordance with their marketing objectives.

Marketing is an activity or process of a person or group in getting what is needed or wanted by creating, offering and exchanging products of value to others or all activities carried out to convey or offer products or services owned by producers to consumers with the aim that consumers want to buy products or services that producers have and offer (Shinta, 2011). Marketing strategies are needed in running a business in order to face business competition where entrepreneurs, whether in the same type of business or not, are looking for profits by attracting consumer attention. However, it is not easy to do marketing where at present in the global era technology is increasingly advanced so that business actors who do not use technology in conducting transactions will be left behind (Simarmata, 2020). as is the case in micro-businesses in the field of birthday cake and wedding cake food, this cake business is a business that requires special skills and is classified as a creative and innovative business.

Based on the results of interviews with several people in Kumpeh sub-district, namely Mrs. Maznah and Mrs. Indri, who explained that they bought cakes for birthdays or weddings because the prices were cheap or affordable, and admitted that Mrs. Maznah and Mrs. Indri could not make their own cakes. This cake business, especially in the Kumpeh sub-district area, there are birthday cake and wedding cake businesses because there are quite a lot of enthusiasts and this business requires a lot of creative skills and innovation in order to face competition. The following is pre-survey data on cake businesses in Kumpeh District.

Table 1.1 Data on cake businesses in Kumpeh District

No	Village Name	Total of Cake Entrepreneurs
1	Pulau mentaro	1
2	Mekar sari	3
3	Betung	5
4	Sungai bungur	2

5	Tanjung	2
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Source: Researcher Pre-Survey Data

In Kumpeh Sub-district there are 17 villages, but the villages that have birthday cake and wedding cake businesses are 5 villages, one of the villages that has quite a lot of micro businesses in the culinary field of birthday cake and wedding cake is Betung Village. Around Kumpeh Sub-district, Betung Village, there are businesses that sell the same type of product, namely in the form of a cake shop with a location that is not far from one shop to another and relatively the same price. In addition, with the same promotion using social media in the form of Facebook. This makes business competition between cake shops around Kumpeh Sub-district, Betung Village, even higher, resulting in business owners increasingly improving their marketing strategies in order to face business competition.

The following are the names of birthday cake and wedding cake microbusinesses in Betung Village, Kumpeh Subdistrict.:

**Table 1.2** names of birthday cake and wedding cake microenterprises in Betung Village, Kumpeh Subdistrict

No	Business Name	Year Business Opened	Address
1	Kue Bunda Ani Sani	2018	RT 07
2	Nunuk <i>Cake</i>	2022	RT 05
3	Bielda <i>Cake</i>	2017	RT 03
4	Cake Mama Adit&Adel	2020	RT 08
5	Ayu <i>Cake</i>	2018	RT 05

Source: Desa Betung Office

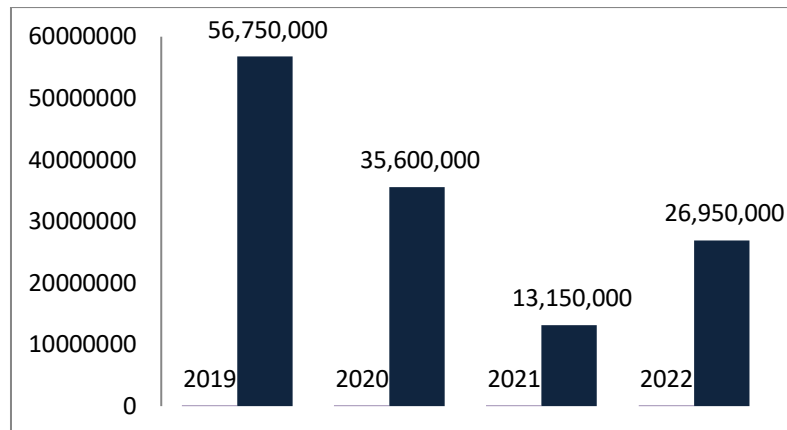
One of the Birthday Cake and Wedding Cake businesses that has been around for a long time and is still running its business is a business owned by a housewife who started from a hobby of making cakes and meeting the needs of daily life named Bielda Cake.

Based on interviews with the owner of the Bielda Cake business, Mrs. Masdarwiyah, it can be informed that Bielda Cake was first opened in early 2017 until now it is still running. at first the Bielda Cake business was not well known by the public because its marketing was only through word of mouth so that it made not so much income, but Bielda Cake entrepreneurs market their products online by utilizing social media, especially Facebook.

Facebook is one of the social media that is often used as a means of communication in Indonesia with a percentage of 82% in third place. While the first order is Youtube with a percentage of 88% and the second order is Whatsapp with a percentage of 84%. Somalindry P. D. Herukusumo in his research comparing digital marketing techniques using Facebook and social media states that marketing with Facebook is better than using blackberry messenger (Asse et.al, 2020). Bielda Cake utilizes Facebook with many functions to be a promising place to market and promote its products such as displaying pictures and videos of birthday cakes and wedding cakes, providing explanatory text about its products and this makes it easier for consumers to see the products being sold and can directly comment in the comments column on the product image of interest with a fast and friendly response by the Bielda Cake account itself.

The wider the marketing reach of Bielda Cake, the more consumers should buy Bielda Cake business products and can increase sales, but from the sales data picture that Bielda Cake has, sales have decreased and increased in the last four years.



**Picture 1.4** Bielda Cake sales data 2019-2022

Source: Bielda Cake sales data

The data above can show that sales in 2019 of the Bielda Cake business have sales data of IDR 56,750,000, but in 2022 to 2021 there was a decline caused by many competitors selling birthday cakes and wedding cakes around the Baelda Cake business environment and the Covid-19 pandemic, so Bielda Cake updated its marketing strategy by focusing more on utilizing Facebook social media with 4,574 followers. It can be seen that in 2022 sales have increased by an amount of Rp 26,950,000.

The results of an interview with Mrs. Masdarwiyah, the owner of the Bielda Cake business, explained that in 2020 to 2021 there was a decline in sales due to the large number of shops that also sell wedding cake and birthday cake products so that there is high competition and during the covid-19 period, where those who buy are mostly people around Betung Village only, in addition to word of mouth promotion, then through Facebook many began to order the cake out of Kumpeh District.

In addition to the above background, researchers are also interested in conducting this research because it is supported by several previous studies, such as research conducted by Yesi Elsandra and Ardhian Agung Yulianto with the title "Marketing Strategy to Improve Creative Industry-Based Small and Medium Enterprises Through ICT" the results of his research show that Hailcake conducts all production and promotion activities from home while still carrying out the role of a housewife at home. Hailcake conducts marketing strategies by utilizing ICT by creating social networks such as Twitter and Facebook but not yet optimal. ICT has a positive role in expanding marketing, and word of mouth can help the distribution of Hailcake production (Elsandra et.al, 2013).

In addition, there is also research conducted by Dika Hikmawan with the title "Analysis of Marketing Strategies in increasing Sales Volume in an Islamic Economic Perspective (Case Study at Kuningan AGS shop)" the results of the study In implementing the marketing strategy of umkm stores use the marketing mix (product, price, advertising, location). sales products, namely quality, price according to quality, promotion by picking up the ball, giving tester prizes and social media support. Likewise with a strategic location. Islamic marketing strategies are based on the application of the principles of justice, do not compare with other stores, maximum service, do not cheat in setting prices or promotions. When increasing Selling Shop Umkm Ags Kuningan by maintaining the quality of existing products obtaining Halal certification, strengthening exhibition training and conducting promotions has been rolled out in several cities and supported by Instagram social media (Hikmawan, 2022). So based on the background previously described, researchers are interested in researching and studying more in a paper with the title Marketing Strategy of Bielda Cake Through Facebook in Islamic Economist Perspective.

## **B. RESEARCH METHODS**

This research uses qualitative research methods. The location of this research is on Jl Jambi Suakkandis KM 48 RT 03 Betung Village, Kumpeh District, Muaro Jambi Regency at one of the Cake producers named Bielda Cake owned by Mrs. Masdarwiyah. The reason for choosing a location at Bielda Cake is because Bielda Cake is a cake business located in Betung Village with a large number of cake business competitors, Bielda Cake's business has used marketing through Facebook media, a business that has been running for a long time since 2017 and still survives today, so it can have a lot of experience in running its business, and one of the micro businesses that is well known by the wider community, especially cake consumers in the Kumpeh area and outside Kumpeh District. (Masdarwiyah interview, 2023).

To obtain the information needed to complete this research, researchers used several data collection methods, namely: 1) Observation; 2) Interview; 3) Documentation. Data analysis in this study was carried out by reducing the data obtained from the interviews. Interview data that has been recorded is then transcribed with the aim that researchers more easily select appropriate data to analyze. Data related to marketing strategies by business actors through Facebook social media in facing competition and increasing sales. Miles and Huberman in Sugiyono suggest that activities in qualitative data analysis are carried out interactively and take place continuously until completion, so that the data is saturated. Activities in data analysis are:

### **1. Data Collection**

The first step in qualitative research is carried out during data collection and after completion of data collection within a certain period. During the interview, the researcher has analyzed the interviewee's answers. If the interviewed answer after being analyzed is deemed unsatisfactory, the researcher will continue the question again until a certain stage until the data is considered credible. Researchers collected data through interviews with owners and employees of Bielda Cake microbusinesses.

### **2. Data Reduction**

The data obtained from the field is quite a lot, so it needs to be recorded carefully and in detail. As has been stated, the longer the researcher goes to the field, the more the amount of data will be numerous, complex and complicated. For this reason, it is necessary to immediately analyze the data through data reduction. Reducing data means summarizing, selecting key things, focusing on important things, looking for themes and patterns. at this stage the researcher summarizes the answers from the owner and employees of the Bielda Cake business.

### **3. Data Display**

Next, display our data. In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories. For this stage, the researcher presents the data in the formulation of the first problem and the formulation of the second problem in the form of a narrative of the results of the analysis of the research results.

### **4. Data Drawing/Verification**

The next step in qualitative data analysis according to Miles and Huberman is drawing conclusions and verifying data. The initial conclusions put forward are still temporary and will change if no strong evidence is found that supports the next stage of data collection. But if the conclusions put forward at an early stage are supported by valid and consistent evidence when researchers return to the field to collect data, then the conclusions put forward are credible conclusions. Furthermore, the

researcher draws conclusions from the research results, but it is still temporary, then the researcher verifies through evidence that shows the research results are valid such as the answers from the parties that have been interviewed by the researcher to the sources, both the owners and employees of the Bielda Cake business.

### **C. Research Results and Discussion**

#### **1. Marketing Mix strategies carried out by micro businesses in Bielda Cake**

Strategy is a means to achieve the ultimate goal of an organization, but strategy is not just a plan, but a plan that unites. Strategy follows all parts of the organization into one, so that all strategies cover all important aspects of an organization, an integrated strategy of all parts of the plan that must be in accordance. Marketing strategy is a plan designed to influence exchange in achieving organizational goals. Usually buying and selling strategies or marketing strategies are directed at increasing visits to certain stores or purchases of certain products (Danang, 2014).

Online marketing used at Bielda Cake Shop to influence people's interest in purchasing products is by using social media, such as Facebook. It is considered the most effective because in addition to being able to sell products, it can also convey a variety of information that customers need from the content they present. The content is in the form of videos and images related to the products being sold. Then the content is made as interesting as possible in order to attract more customers. Bielda Cake shop also implements a marketing strategy by developing a marketing mix consisting of four elements, namely product, price, location and promotion. This is in line with the marketing mix in an Islamic economic perspective which consists of four components, namely product, price, distribution, and promotion (Nurul, 2017).

##### **a. Product Mix**

A product is anything both physical and non-physical that can be offered to consumers to fulfill their wants and needs. In developing products, it must continue to be done so that buyers remain interested in the products we release. The products offered at the Bielda Cake shop are cake-type foods with the trademark, Bielda Cake. The Bielda Cake brand has been around since the beginning of this business. Basically, Bielda Cake is not much different from cake products on the market. However, in terms of production, Bielda Cake strives to create quality products through processing and using the best raw materials so as to provide satisfaction both in terms of taste and quality for consumers.

Then at the beginning of this business, the products sold at the Bielda Cake shop did not have a variety of cake variants, which were still sponge cakes or brownie cakes only. Furthermore, when viewed from the shape of the cake that was produced, it is very different from today, where in the past the cakes produced were only a few in varying the shape of the cake and now use other types of variants in terms of shape and size. The products produced in this industry are classified as products that are not durable with product durability up to 2 to 3 days. So that production activities on Bielda Cake are carried out when ordering only to look always fresh. The product variants produced consist of birthday cakes and wedding cakes.

##### **b. Price Mix**

Price is the amount of money required by consumers to obtain a product to meet their unmet needs and desires. Sofjan Assauri argues that price is the only element of the marketing mix that generates revenue, other elements incur costs. Pricing is only done by looking at the purchasing power of the community or consumers (Sofjan Assauri, 2017). Pricing, then it can be said that the price is expensive, cheap, or mediocre. Each individual cannot say the same because the economy of each



individual is different. By setting prices with the company's provisions and the desire for consumer power, the company can be said to be successful.

At the Bielda Cake Store, the selling price of its products is different from the selling price of other stores, in fact the price of its products is very affordable according to the quality of the goods or the size of the cake being traded. And also the price is in accordance with the needs of the community. By setting prices like that, Toko Bielda Cake hopes that consumers will know the difference in selling prices at Toko Bielda Cake with other stores so as to increase consumers who buy products at Toko Bielda Cake.

c. Place Mix

Place is one of the elements of the marketing mix. Place or location is one of the determining factors for the success of a business. Therefore, it is very important for a company to choose the right or the right location, which means choosing the right strategic location. A strategic location is a crowded location, which is often traveled by many people. By choosing a strategic location, potential customers and consumers are interested and easy to find where we sell.

The location of the Bielda Cake shop is quite strategic because it is located near a village area close to an urban area that is always busy being passed by the community and is easily visible so that it allows many people to visit and its location is easily accessible to potential buyers. The Bielda Cake shop is located in Betung Village, Kumpeh District, Muaro Jambi Regency which is located right on the side of the road so that it is not uncommon for people passing by to see to buy products at the store.

The above statement can be concluded that place or location is one of the important factors used by Bielda Cake in order to maximize the marketing of its products. By choosing a strategic location that is in accordance with the marketing target and easy to reach by the public so as to attract the attention of potential customers to purchase their products.

d. Promotion Mix

Promotion is an effort to notify or offer products or services that aim to attract potential customers to make purchases. With promotion, the products offered can be better known by consumers so that consumers recognize these products so that the desire to buy these products arises. The way to promote food products at Bielda Cake Shop is by using social media, such as Facebook. Then to maximize sales of its products, the shop owner makes paid advertisements, the goal is to expand the reach of the posts he makes so that they are seen by many people, thus making customers interested in making purchases at the store.

**2. Islamic Economic Perspective on Marketing Strategy Practices Through Facebook Media at Bielda Cake**

Islam markets products must also be based on the concept of marketing strategies based on characteristics, namely: divine, ethical, realistic and humanistic (Khozin, 2020). Bielda Cake's marketing activities using online social media have been carried out by the shop owner based on the characteristics of Islamic marketing, namely:

a. Divinity (*Rabbaniyah*)

The characteristics of God in marketing mean that in every promotion in steps, activities, and marketing activities must be in accordance with Islamic law by prioritizing honesty and truth in every promotion of marketed products. In this case, the owner has carried out marketing activities by prioritizing honesty and truth in the promotion of Bielda Cake products..

b. Ethical (*Akhlaqiyyah*)

Ethical in marketing Bielda Cake products through Facebook, the owner and employees have prioritized moral, moral and ethical values without any difference. Not cheating just for the sake of commission, not promoting products that are forbidden by religion, as well as not forcing consumers to buy and make transactions through links shared by the owner of Bielda Cake and not comparing their products with other stores' products.

c. Realistic (*Al-Waqi'iyah*)

Realistic owner characteristics are flexible characters in conducting marketing promotions, affiliates or employees are very flexible in appearance. The owner or employee of Bielda Cake in doing marketing has used polite language, wearing good clothes in accordance with Islamic religious law such as wearing polite clothes, so that consumers can be comfortable when receiving information related to marketing products. Likewise, with marketing through Facebook, photos or videos of products posted are the results of Bielda Cake's business production.

d. Humanitis (*Insaniyah*)

Humanitically in serving customers, the owners and managers of Bielda Cake always try not to discriminate against customers because all customers have the right to be served quickly and precisely according to their orders both online and coming to the store. Owners and employees do not discriminate against race, ethnicity, region of residence, old or new customers, neighbors/relatives or others, all are served according to arrival time, whoever comes first will be served first, and vice versa. The rates set are the same for all customers, both customers on Facebook and customers who come directly to the shop.

#### **D. Conclusion**

The Bielda Cake Shop markets its products using a form of marketing through an online system which includes social media Facebook. Apart from that, the Bielda Cake Shop also implements a marketing strategy by developing a marketing mix which consists of four elements, namely product, price, location and promotion. The products sold use quality and non-hazardous materials, prices are commensurate with quality, promotions use Facebook media and billboards, and strategic locations on the side of the road. The marketing strategy through Facebook media implemented by the Bielda Cake Shop is Godly (*Rabbaniyah*), Ethical (*Akhlaqiyyah*), Realistic (*Al-Waqiyyah*), and Humanistic (*Al-Insaniyyah*). The Islamic business principle applied by the Bielda Cake Shop is that belief in God (*Rabbaniyah*) in all activities and marketing activities must be in accordance with Islamic law, prioritizing honesty or truth, and being responsible, ethical (*Akhlaqiyyah*) in marketing Bielda Cake products, the owner and employees have prioritized moral values. , morals and ethics without any differences and comparing the product with other shop products. Realistic (*Al-Waqiyyah*) is a character who is flexible in carrying out marketing promotions, employees are very flexible in appearance and marketing via Facebook, photos or videos of products posted are the result of the production of the Bielda Cake business and Humanitis (*Al-Insaniyyah*) Humanistically in serving customers, owners and Bielda Cake managers always try not to discriminate between customers because all customers have the right to be served quickly and precisely according to their orders, whether online or coming to the shop.

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