

DIGITAL-BASED SYARIAH MARKETING TRAINING FOR UMKM ACTORS

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ABSTRACT

The purpose of this community service activity is to provide understanding to MSME actors in Koholimombo Village regarding sharia marketing and the use of information technology, in this case digital marketing that can be carried out by MSMEs, as well as how to apply sharia elements in product marketing. After participating in this activity, MSME actors have knowledge and understanding of sharia-based marketing as well as know and understand digital marketing. MSME actors are asked to take advantage of E-Business/Online business to empower product marketing features through online media platforms such as Websites, Social Media and E-Market, as well as Sharia Product Marketing, namely selling in accordance with Sharia which is oriented towards honesty, responsibility, discipline, like to help, respect and pursue achievements that emulate the way of trading the Prophet Muhammad SAW mentioned in the Quran and Hadith.

Keywords: *Marketing, Sharia, Digital*

INTRODUCTION

In today's era of disruption, businesses must create strategies to face increasingly fierce competition because business competition is increasingly fierce and unavoidable. Company resources are not balanced with the high level of competition and high demands on information technology. Indonesia's micro, small, and medium enterprise (MSME) sector is the largest in the world. MSMEs play an important role in the national economy, especially in terms of increasing employment opportunities, income, equity, rural economy, and non-oil and gas exports. (Safari & Riyanti, 2024)

According to the Indonesian Cooperative Council (DEKOPIN), small and medium enterprises (SMEs) are usually considered as small-scale companies, using traditional technology, and managed simply. The government develops SMEs to help the community's economy. With the emergence of MSMEs, the turnover of the Indonesian economy is not a problem because apart from helping to fulfill the needs of the community, they are also able to absorb labor, thereby reducing the unemployment rate. However, as the driving force of the MSME economy, they also often face problems such as lack of working capital, low human resources, and lack of technology and knowledge. These limitations have an impact on the way these MSMEs develop and market their goods. (Al Farisi, Ajriyansyah, et al., 2021)

The government is developing MSMEs to help the community's economy. With the emergence of MSMEs, the turnover of the Indonesian economy is not a problem because apart from helping to fulfill the needs of the community, they are also able to absorb labor, thereby reducing the unemployment rate. However, as the driving force of the MSME economy, they also often face problems such as lack of working capital, low human resources, and lack of technology and knowledge. These restrictions seem to affect the growth and way MSME products are marketed, including local MSMEs (Asrol & Riski, 2024) .

This community service was carried out in the Small and Medium Enterprise Community in Koholimombo Village, Wabula District, Buton Regency, which has Micro, Small and Medium Enterprises, one of which is making fish balls, crackers, and fish floss. The marketing method uses marketing carried out by face-to-face and word-of-mouth methods, which of course are less effective because they take a long time, coupled with other factors that hinder the marketing process. The low understanding of sharia-based digital marketing, the people of Koholimombo Village, Wabula District, Buton Regency, still sell and make payments using conventional methods . MSME actors think that the conventional payment system is the same as sharia payments. To improve the economy of the MSME community in Koholimombo Village, Wabula District, Buton Regency, community service provides an understanding of sharia-based digital marketing so that the community can understand the difference between conventional and sharia.

In most cases, MSMEs only try to gain profit, without considering the basis of Halal or Sharia. In Islam, maqashid sharia are the things that underlie sharia, which are based on the Qur'an, Hadith, and Ijma Ulama. Sharia marketing is characterized by muamalah transactions

that show the way of trading of the Prophet Muhammad SAW based on the following principles: Truth which means it is true and honest; Justice which means it does not harm others; Willingness which means it is free from coercion; and Profit. In addition, other obstacles faced by MSMEs in developing businesses with the use of IT are the development of technology and the many technology-based products causing MSMEs to feel confused in determining the right product to be a solution to the problems faced.

Therefore, the concept and program of community training are provided in the form of training that includes entrepreneurial tips provided through video tutorials distributed through online media platforms such as websites, social media, and E-Market, as well as marketing strategies for MSME actors based on the principles of honesty, responsibility, discipline, helpfulness, respect, and pursuit of achievement.

Marketplace is one of the marketing media that is quite recommended for online shops. Marketplace is a website or application used for buying and selling transactions from various stores online. More or less, a marketplace is a platform that applies the concept of a traditional market, only packaged online. So far, many people only know that online sales are only through marketplaces, but currently, Digital Marketing has a great opportunity to promote products and even become a tool for online buying and selling transactions (Anggraeni & Mintarsih, 2023)

RESEARCH METHODS

The implementation method for community service activities consists of several stages:

- 1) Planning: identifying real challenges, challenges, and problems faced by micro and small business owners who are members of the Nusantara Small and Medium Enterprises when trying to develop their businesses that are constrained by traditional marketing problems. By participating in interactive discussions with micro and small business owners who are members of the UKM and introducing the latest marketing techniques that are easy to understand and can be used by micro and small business owners to increase their income, and finding solutions that can be utilized together.

Implementation: seminars, concepts and community training programs are provided in the form of training that includes entrepreneurial tips provided through video tutorials distributed through online media platforms such as websites, social media, and E-Market, as well as marketing strategies for MSMEs based on the principles of honesty, responsibility, discipline, helpfulness, respect, and pursuit of achievement.

RESULTS AND DISCUSSION

The implementation of Community Service was carried out at the Koholimbo Village IKM Center with participants from MSME actors in the center on October 24, 2024. This activity was attended by MSME actors, the community and students.

Information technology (IT) has changed the way we do business, offering new opportunities and obstacles that differ from conventional approaches. IT must be able to provide added value to society because it has become an essential part of human development. The role of the Internet and digital devices in improving the performance of companies, including SMEs, is becoming clearer for Indonesian entrepreneurs. It is expected that digital technology can improve the performance of MSMEs, especially to increase the number of sales and acquire new customers. In addition, the challenge of expanding the reach of the MSME market can be overcome by encouraging MSMEs to adopt digital technology by providing e-business solutions that accelerate the development of advertising through effective and efficient social media.

In this activity, the material presented focuses on how to market products digitally through online platforms such as websites, social media and E-Market and marketing methods for MSMEs based on Sharia Marketing that is oriented towards honesty, responsibility, discipline, helpfulness, respect, and pursuit of achievement. Before that, the community service team identified the marketing management process by conducting a SWOT analysis (strengths, weaknesses, opportunities, threats).



Figure 1. Implementation of PKM activities in Koholimombo Village, Wabula District, Buton Regency, Buton Regency

After conducting a SWOT analysis, we obtained:

1. Strengths, the strength of Koholimombono village is its strategic location and adequate management facilities.
2. Weaknesses, weaknesses are less known among millennials.
3. Opportunities, the opportunities are very promising because both areas are known as coastal areas. The trend of consumption, fast food also continues to increase especially in urban communities because of the increasingly fast-paced lifestyle.
4. Threats, threats of competition with similar products (unique flavor variations, digital promotions), fluctuations in fish availability (Collaboration with fishermen, frozen fish), changes in consumer tastes (Collaboration with influencers)

Digital marketing is a marketing method that has a number of advantages, namely:

1. Providing more alternatives for consumers
2. No need for large capital
3. Expanding market segmentation

With digital marketing material, it is hoped that MSME actors will be able to understand that by carrying out digital marketing, the benefits include:

1. Cost Efficiency, digital marketing can be more cost effective than traditional marketing, especially for small businesses.
2. Measurable results, digital marketing allows for precise performance tracking and provides valuable insights into what works and what doesn't.
3. Targeted reach, digital allows businesses to target specific demographics, interests and behaviors, ensuring that their messages reach the right audience.
4. Increasing brand awareness, digital marketing builds brand awareness and establishes a strong online presence.
5. Increasing customer engagement, digital marketing enables real-time interaction with customers, fostering a sense of community and building stronger relationships.

In fact, several MSMEs in Indonesia are working with marketplaces on social media to increase their product sales and reach customers abroad. Consumers often use major marketplace platforms in Indonesia, Shopee and Tokopedia, to search for various products they want. In addition, the marketplace offers a payment system that makes consumers and MSMEs feel safe when paying for their goods. Consumers can pay for their goods only when

the goods reach their hands. (Wibowo et al., 2022) , this has not been done by MSME actors in Koholimombo village.

In the era of digitalization, technological advances are the time to help small and medium enterprises (SMEs) develop and expand their businesses worldwide. More than 63 million people in Indonesia, 95% use the internet to access social media, according to Kominfo. We Are Social recorded 191 million people actively using social media, with Instagram 84.8%, Facebook 81.3%, and Tiktok 63.1% (Digital 2022 Indonesia). Utilizing social media as a digital tool, Indonesian people now often visit online stores or e-commerce. Even when distance is not a barrier to buying and selling transactions, digital advertising clearly has a positive impact on MSMEs in Indonesia, especially in the culinary industry. Fast food stores can be found in several markets or online stores, official stores of the product on social media, and digital applications such as Gojek, Grab, and Shopee, which allow customers to order food online (Nasution & Silalahi, 2022) .

To achieve effective digital marketing success, businesses need to implement a well-defined strategy that aligns with overall marketing goals.

CONCLUSION

After participating in this activity, MSME actors have knowledge and understanding of sharia-based marketing and know and understand digital marketing. MSME actors are asked to utilize E-Business/Online Business to empower product marketing features through online media platforms such as Websites, Social Media and E-Market, as well as Sharia Product Marketing, namely selling in accordance with Sharia which is oriented towards honesty, responsibility, discipline, helpfulness, respect and pursuing achievements that emulate the way of trading of the Prophet Muhammad SAW as stated in the Qur'an and Hadith.

Recomendation

Our hope is that through this community service activity , it can broaden the horizons of the community in general and MSMEs in particular in Koholimombo Village, Wabula District, Buton Regency to be able to implement effective and innovative marketing strategies so that they can compete with foreign products by implementing sharia principles.

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