

**Research article**

# Online Marketing Trends With a Local Wisdom Perspective in Indonesia

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**Abstract.**

In the last five years, online marketing has become increasingly popular among the general public. This is due to advancements in communication technology, such as internet networks, as well as the availability of smart phones, which provide consumers with a variety of benefits. Furthermore, the COVID-19 pandemic made the online marketing business more fertile and diverse. Online marketing has been used by everyone from housewives to teenagers to small, medium, and large businesses. Local wisdom has supported the conditions that have developed in the field of online marketing, because the community has introduced potential abilities and interests, and has indirectly presented the characteristics of the existing regional elements where they run their business. This has been the case for those based on small household industries, large home industries, and home industries with pre-existing business names such as CV and PT. The Islamic economic perspective on the online marketing phenomenon, and which indicators should be used, need to be examined more carefully and comprehensively.

**Keywords:** online marketing, local wisdom, Islamic economic perspective

## 1. Introduction

Hidayat, Marlina, and Utami [1], to spread messages about the company's brands, products or services to potential customers. The methods and techniques used for online marketing include email, social media, display advertising, search engine optimization, and many more. The purpose of marketing is to reach potential customers through channels through which they spend time reading, searching, shopping, or socializing online. [2], including those mentioned above. There are also many benefits and challenges attached to online marketing, which uses digital media primarily to attract, engage, and convert virtual visitors to customers.[3] Before online marketing channels emerged, the costs of marketing a product or service were often expensive, and traditionally difficult to measure. Think of a national television ad campaign, which is measured through consumer focus groups to determine the level of brand awareness.

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These methods are also not suitable for controlled experiments. Today, anyone with an online business (as well as most offline businesses) can participate in online marketing by creating a website and creating low-cost to no-cost customer acquisition campaigns. [4] to improve the efficiency and ROI of their campaigns. Ability to measure the impact of any given channel, as well as how visitors acquired through different channels interact with the website or landing page experience. From converting visitors to paying customers, further analysis can be carried out to determine which channels are most effective at acquiring valuable customers.[5] can help determine the following:

Which online marketing channels are the most cost-effective in acquiring customers, based on the visitor-to-customer conversion rate, and the cost of those visitors. Which channels are effective in acquiring and driving higher lifespan value for customers - such as email marketing, which drives repeat purchases to previous customers. [6] and high potential for upsells - such as software or mobile apps, hoping to sell more products to high-involvement customers.[7]: Canon advertises search keywords related to “photography” on Google, Yahoo, and the search engine Bing to market their cameras to relevant audiences. Whole Foods collects email addresses on their website to advertise new products, sales and events at their store.

## 2. Research Method

The first step to start with [8]. Are you hoping to sign up for 100 new subscribers? Generate 1,000 leads to improve your B2B sales process? Build an email subscriber base of 10,000 people? After that, you need to make choices about how to build an online presence that helps you achieve that goal. [9]. If you're interested in publishing content to drive awareness and subscribers, take a look at how to set up a blog. A simple website or landing page with a lead capture form can help you start developing your brand and generating traffic. A basic analytics platform (such as Google Analytics, which is free) can help you start measuring how you are tracking towards your original goal. [10] is a business system innovation through online media relying on the power of information and communication systems such as through the internet and blackberry messenger networks. Knowledge of this information and communication system makes new processed materials for them for media promotion or The turnover they get is no less competitive with offline businessmen, because with online businesses business people can reach consumers who cannot be reached with offline business patterns. Of course this is also supported by a variety of trading strategies that they carry.

Besides that, the management system is another supporting factor in achieving marketing targets. If viewed from the positive side, then other advantages or benefits obtained from online business are convenience in terms of capital, especially those who are just starting out or trying out the business world, then business people do not need large capital, just one computer unit and internet network. Thus we can use the internet easily as a promotional or advertising event to reach consumers globally and worldwide. [11], Telegram, and you can also create a blog or if necessary you create a Then, the tendency of consumers to choose practical things without having to waste time coming to other places, especially for consumers who are busy with the world of the office can push themselves to shop through this online business. They just need to see the catalogs of merchandise online. This is another advantage that can be obtained from online businesses with effective transaction times and efficient operating costs. Because online business people can carry out their business transactions at home through the M-banking transfer system. Online business can also take place without a time limit on a 24-hour basis because it is not required working hours to close outlets such as offline businesses.

### 3. Result and Discussion

Marketers must turn their brains to be able to market their products or services to consumers, as a brand strategy to survive in the midst of the corona virus pandemic. Business people optimize online marketing and digital branding as a means of communication with their target consumers. Islamic perspective [12] If you look at the word “business” which means trading, of course this is promoted in Islam. Even Rasullah Saw stated that 9 out of 10 doors of sustenance are through the door of trading (al-Hadith). As in the Al-Qur’an surah al-Baqarah verses 275-276, “People who eat (take) usury cannot stand, but rather like a person who has fallen into shit because of (pressure) madness. Their situation is like that because they say (argue), in fact buying and selling is the same as usury, even though Allah SWT has made buying and selling legal and forbidden usury. People who have come to him the prohibition from his Lord, then continue to stop (from taking usury), then for him what he has taken first (before the prohibition comes); and matters (up to) to Allah. Those who return (take usury) are residents of hell, they are eternal in it.” In another verse Allah SWT. said, “O you who believe, do not eat the wealth of your neighbor in a way that is false, except by way of commerce that applies voluntarily among you.” (Surah An-Nisa: 29).

In the above verse we can see that the basic concept of business is lawful with a note as taught in Islamic teachings. In Islam it is also stated that the pillars of buying and selling are: there are sellers, buyers, Kabul's consent, and goods that are contracted [13]. Then there are also the legal requirements for buying and selling that are implied, namely the terms of the contract actors and the conditions for the goods being contracted. The requirements for the perpetrator are: sensible and has the ability to choose. Thus the mad, drunk, and small children (who cannot yet distinguish) cannot be declared legal. Furthermore, the legal conditions for the goods being contracted are: holy (lawful and good), useful, belong to the person who performs the contract, can be submitted by the contract actor, knows the status of the goods (quality, quantity, type, etc.), the goods can be accepted by the party who made the contract [13].

According to Islam, there are two types of business transactions, namely assalam transactions and alistishna transactions. Alistishna is someone asking other people to make an item by mentioning special characteristics. (Al-Kasani, Hurricane Ashshonai ": 5/3, Assarkhi, Almabsuth: 12/139). In other words [14] immediately or deferred according to the agreement and the delivery of the deferred goods. For example, someone orders a carpenter to make a certain type of bookshelf, then he will pay when the bookshelf is finished. All the materials that are provided are the carpenter. [8] by mentioning certain characteristics and payments made at the beginning of the contract.

In other words, the assalam transaction is a form of transaction with the payment system in cash / hasten but the delivery of goods is suspended. The basis for the permissibility of this assalam contract is the hadith of Ibn Abbas: "From Ibn Abbas he said, 'When the Prophet (s) arrived in Medina, the people of Medina were selling fruit with an advance payment, while the fruit he promised them would be a year or two later. Rasulullah saw said, "Who sells dates with the assalam contract, let it be with a certain amount, a certain scale, and a certain period of time." (H.R. Bukhari and Muslim) The argument that underlies the alistishna contract is a history which states: "That the Messenger of Allah -peace and prayer of Allah be upon him- ordered someone to make a ring for him." (H.R. Bukhari). Likewise he ordered someone to make a mosque pulpit, as in the Sahal hadith: "From Sahal, the Holy Prophet ordered a Muhajirin woman who had a carpenter's slave. He said to him, "Order your slaves to build a pulpit for us". The woman ordered her slave. Then the slave looked for wood in the forest and made a pulpit for Rasulullah. " (H.R. Bukhari) Now, what are the characteristics of an online business? Online businesses have similar characteristics or characteristics to offline businesses, namely: the occurrence of transactions between two parties and the exchange of goods. However, there is one thing that is different in nature from an offline

business because online businesses make the internet the main media in the contract process or mechanism.

In general, business in Islam describes a transaction that is physical in nature, by presenting the object during the transaction, or without presenting the object ordered, but on the condition that it must state the nature of the object in a concrete manner, whether it is delivered directly or submitted later until a certain time limit, as in the as-salam transaction and the alistishna transaction described above. So, this online business basically has no difference with assalam transactions and of course the goods must be in accordance with. Therefore, the same online business as offline business finds halal and haram terms, in this case the online business that is allowed is a business with online transactions based on the principles that exist in trade according to Islam, except for goods / services that are prohibited. traded according to Islamic law.[15] Local genius is a term that was first introduced by Quaritch Wales. Anthropologists discuss at length the notion of this local genius. Among others, HaryatiSoebadio said that local genius is also a cultural identity, a national cultural identity / personality that causes the nation to be able to absorb and cultivate foreign culture according to its own characteristics and abilities. While saying [16]. Local wisdom comes from two words, namely wisdom and local in general, so local wisdom can be understood as local ideas that are wise, full of wisdom, have good values that are embedded and followed by members of the community. Local wisdom is formed as the cultural excellence of the local community as well as geographical conditions in a broad sense. Local wisdom is a cultural product of the past that should be used as a guide for life. Even though it has local values, the values contained therein are considered very universal. Local wisdom can be translated as the work of intellect, deep feelings, character, forms of character and advice for human glory. The authority over local wisdom will carry the community to be more virtuous, both embedded and followed by members of the community.

Gunawan and Yana [17], which are famous for their socio-cultural diversity spread throughout the archipelago, of course, can be a source of inspiration in developing the creative industry. Indonesia's cultural diversity indicates the high creativity that has been embedded in Indonesian society. Not to mention the support for ethnic diversity in Indonesian society. This shows that Indonesia has a strong supporting factor in developing creative economy. [18]. Culture must be the basis for its development. In local culture there is what is called local wisdom which becomes meaningful values, among other things, translated into physical forms in the form of local creative products. Creative economy cannot be seen in an economic context only, but also in a cultural dimension. The creative ideas that emerge are cultural products. Therefore, cultural

strategy greatly determines the direction of the development of the creative economy. Developing a creative economy based on culture and local wisdom is an alternative solution to stimulate the development of the creative economy to be independent and be able to develop businesses, especially in the regions. In general, each region has product potential that can be raised and developed. The uniqueness or peculiarity of local products must be the point and then add an element of creativity with a touch of technology.

Creative Economy and Local Keraifan in the Perspective of Islamic Economics As quoted by an-Nabhany, there are three pillars used to build an economic system in Islamic view, namely how property is obtained, namely regarding ownership (almilkiyah), then how to manage property ownership (tasharruffilmilkiyah) , as well as how the distribution of wealth in society (tauzi'ultsarwahbayna an-naas) (YushufQordhowi, 1997: 31) These three pillars, according to researchers, [19] are able to provide full employment to society. That way, the ideals of Islamic economics in terms of economic development by alleviating poverty can be realized. [20], is being able to integrate technology and information while maintaining the existing peculiarities in the context of better economic improvement, to gain an advantage that is able to reduce unemployment and provide fair opportunities among the community. This is in line with the objectives in economic development in Islam related to the concept of falah which means economic prosperity in the world and success in the hereafter, namely welfare which includes physical satisfaction because mental peace can only be achieved through a balanced realization of the material and spiritual needs of the personality. human.

The prophetic history brought by the Prophet. Because in the context of his prophethood, tha he has translated the values of diversity in the reality of human life, namely based on the universal ethics of human life (insaniyyah). This means that the local wisdom-based Creative Economy has been exemplified since the time of the Prophet, through the value of Islamic universalism which is able to respect and be wise towards local traditions which in turn raises respect for natural cosmology. Nature is a stable and environmentally friendly part of human life. Therefore, there is an appreciation of local culture as a form of acculturation of religion and culture, that diversity is not only formed by revelation and text, but also by local culture. This is in order to realize diversity in diversity, in particular [21]. In addition, local wisdom in the perspective of Islamic economic law is 'urf. Etymologically 'urf means good, habit and something known. '[22], whether in the form of words, deeds or in relation to leaving certain actions. 'Urf does not occur to individuals but is the habit of the people or the majority of a people in word or deed. '[23].

## 4. Conclusions

Online Marketing Trends, From the Perspective of Local Wisdom on Islamic Economics in Indonesia Trends in this case online marketing in Indonesia, cannot be denied the diversity and creativity, along with the advancement of telecommunications and internet tools and the demands of life in the information age, as well as conditions and situations that are not conducive because of the health emergency in the era of the COVID-19 pandemic, so that people, in this case the community, take advantage of existing facilities. Besides that, it also combines with the world of marketing, so that people are exposed to an online-based marketing system.

Thus it can be a concern that the online marketing implementation pattern is not an obstacle in Islam to implement it, because the most important thing is to run it professionally and not to cheat. And the use of online marketing is now increasingly advanced by offering various facilities and conveniences in accessing the desire for consumption of an item, so that it can be obtained easily and of course by implementing procedures that are clear in its application.

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