

Research Article

Digital Business Communication in Islamic Perspective on New Entrepreneurship in the Catering Service Sector

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Abstract.

Business competition in the digital era causes traditional entrepreneurs to try to develop their businesses by utilizing and maximizing new patterns in building their businesses online. Many businesses use digital or online media to support their business development, for example, by displaying creative content in the form of advertising, publicity, advertorials, direct marketing, and others on social media platforms such as Facebook, Instagram, YouTube, Tiktok, and the other social media. This study on digital business communication was carried out on 14 students and members of the Ulul Albab Islamic Boarding School who participated in the new entrepreneurship development training in the field of catering through the use of social media as a business medium, in order to improve their competence. The descriptive method is used to assess the level of knowledge of the members following training. Data were collected using pre and post-test instruments, focus group discussions with three participants, interviews with administrators, and observations during the training. The results of measuring the effectiveness of the training revealed that it was successful in increasing the knowledge and skills of the participants, the Ulul Albab Islamic Boarding School students, in the areas of creative content, creative photos, digital business communication ethics, and business communication from an Islamic perspective. Social media is used in business, the content consists of food service products produced in Islamic boarding schools.

Keywords: online media, online business, catering service sector, Pesantren

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1. Introduction

Ulul Albab Islamic Boarding School, located on Jl Bojong Koneng Atas in Bandung, was founded in 2003 as an orphanage for orphans. The orphanage was transformed into a boarding school under the auspices of the Ulul Albab Al Faqih Foundation, which was officially established on February 7, 2019 with SK Number AHU-000289.A.H.01, in tandem with the development and increasing number of foster children. In 2017, Ulul Albab Islamic Boarding School currently serves 200 students ranging from elementary to high school. Ulul Albab students come from all over the country, particularly orphans from natural disaster-affected areas like Pangalengan, Lombok, Pangandaran, and Palembang. In addition to orphans, the Ulul Albab Foundation accepts underprivileged children from low-income families.

The Ulul Albab Islamic Boarding School's growth as an Islamic educational institution has been accompanied by an increase in students and the addition of pesantren facilities. Ulul Albab Islamic Boarding School, which began with 60 orphans and a 500-square-meter building plot, now has 200 students ranging from elementary to high school. The address of Ulul Albab Islamic Boarding School is Jl. Bojong Koneng Atas No. 6, Kp. Pagersari RT 20/04 Kec Cimenyan Kab. Bandung 40191).

The Unisba PKM team recognized that the Ulul Albab Bojongkoneng Islamic Boarding School, Bandung Regency, was specifically designed to produce religious cadres who are broad-minded, independent, and creative in order to develop their pesantren. Furthermore, the Ulul Albab Islamic Boarding School intends to expand its educational facilities by constructing school buildings that will include integrated classrooms and girls' dormitories. The Ulul Albab Foundation aspires to establish an integrated Islamic educational institution that integrates Islamic Religious Education and tiered formal education according to the applicable curriculum by improving educational facilities. To achieve this goal, the Ulul Albab Islamic Boarding School provides students with the opportunity to actively participate through waqf. In addition to waqf, the Ulul Albab Islamic Boarding School is supported by zakat, infaq, grants, and donations. The Ulul Albab Islamic Boarding School hopes to provide the best benefits possible through these various funding schemes, particularly for orphans and underprivileged children who have been or will be students at the Ulul Albab Islamic Boarding School. In relation to his vision, he also pays attention to the concept of entrepreneurship in the pesantren environment in order to improve the economy and welfare of the santri who wish to develop entrepreneurship in various fields, particularly entrepreneurs in the field of catering services.

The issue is that, in this pandemic era, where no one knows when it will end, using online media to develop an online business is critical. Students who start a business at Pondok Pesantren "Ulul Albab Bojongkoneng, Bandung Regency" already have internet access, which they should use for various online business activities posted on various social media platforms such as Facebook, Instagram, YouTube, and so on. Unfortunately, this facility has not been properly utilized, particularly for the revenue center.

As a result, online business facilities that should be able to generate promising income have not been used optimally, particularly to generate financial profit for Islamic boarding schools. The current trend of many entrepreneurs enrolling in new entrepreneurship development programs built in the online world has resulted in a very promising increase in income.

This condition has drawn the attention of the service team, who will carry out their service by equipping students at "Pesantren Ulul Albab Bojongkoneng, Bandung Regency" who are building businesses as potential business partners to develop new entrepreneurship through online business. This service will generate revenue by providing skills in communication management and developing new technology-based entrepreneurs through online businesses, so that students who build businesses at the "Ulul Albab" Islamic boarding school can grow their businesses by packaging business content in digital media. This is done in the hope that students who build businesses at the "Ulul Albab" Islamic boarding school will be able to follow current business practices and not be technologically savvy by participating in entrepreneurial activities in the digital era and will be able to take advantage of opportunities to improve the economy as citizens of the Bojongkoneng community, Bandung Regency in an effort to contribute positively to Bandung Regency HDI.

As a result, it is critical to conduct this research in order to capture the outcomes of new entrepreneurship in the field of catering services carried out by members of the Ulul Albab Islamic Boarding School, particularly in terms of Digital Business Communication from an Islamic perspective. Furthermore, the purpose of this research is to map the outcomes of training on Improving Creative Content Knowledge, Digital Marketing Public Relations, Digital Business Communication Ethics, and Business Communication from an Islamic Perspective.

2. Methodology

The purpose of this study is to capture the level of knowledge and skills in an Islamic perspective from participants who run a catering business after receiving training on

New Entrepreneurship Development through the Utilization of Social Media in June 2022. The population consists of business management and board members in the field of catering services at the Ulul Albab Islamic Boarding School Bojongkoneng. This study's participants were 14 trainees who completed the pre-test and post-test instruments. Creative Content Preparation, Creative Photo Making, Business Ethics in the Catering Service Sector, and Business Communication from an Islamic Perspective were among the training materials assessed. The material provided is in accordance with the Ulul Albab Islamic Boarding School's analysis of the situation and needs in order to improve the competence of its members.

In addition to the pre-test and post-test, interviews with one administrator of the Ulul Albab Islamic Boarding School were conducted. Meanwhile, the need for data to photograph the skills of participants was met through observation during training, focus group discussions or limited discussions with three participants, and interviews to delve deeper into the use of social media and what students from Islamic boarding schools have practiced for the development of new entrepreneurship in the field of education. catering services Descriptive data analysis was performed using pie charts, transcriptions and tabulations of interview results, and focus group discussions.

3. Result and Discussion

The following results depict the representation of the knowledge condition of the training participants in relation to problem formulation:

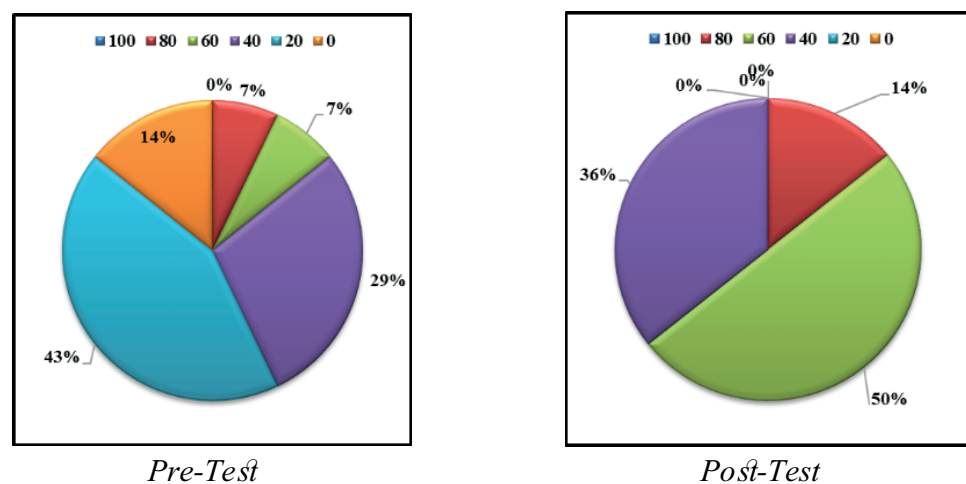


Figure 1: Increased Creative Content Knowledge in the Catering Industry.

Figure 4 shows that after receiving training on Creative Content in the Catering Business, participants' knowledge has increased. The pre-test results showed that before the training, 86% of participants had a score of 40, and after the training, only 36% of the post-test results had low knowledge. Furthermore, the post-test results revealed that up to 64% of participants had a fairly high score (60-80), up from 14% previously. Knowledge of this creative content has increased from a low to a fairly high position, which initially did not have knowledge of it to become aware of it after being trained.

The term "content" refers to information available from media or electronic products in the form of photos, videos, audio, and so on. The content function is critical in digital business communication activities for providing information and promoting a product. Mastery and knowledge of the content can be used to assess the potential of the intended market. "By utilizing Internet media (Instagram), it allows media users to review the market potential, which is very good in utilizing social media as a media for product marketing promotions in conjunction with the increasing use of the Internet" [1].

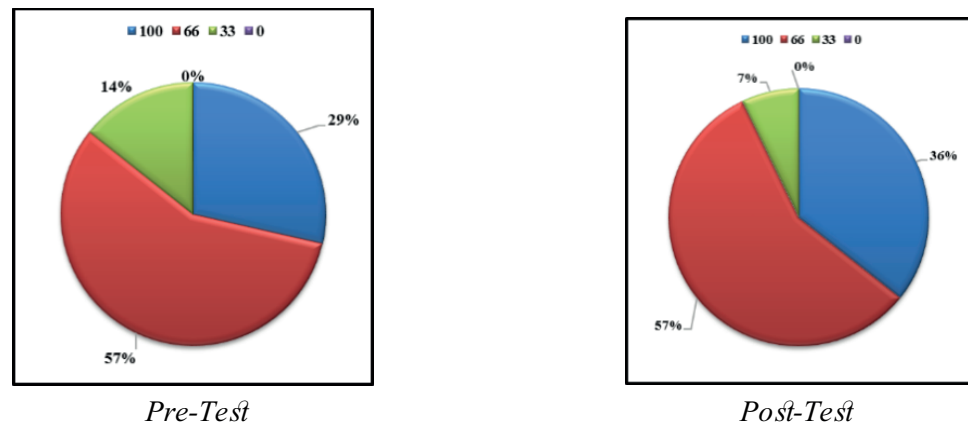


Figure 2: Increased Understanding of Creative Photography in the Catering Industry.

Figure ?? shows a 7% increase in knowledge about creative photos, which is due to the prevalence of photo documentation activities. It is also understandable that unappealing photos may divert potential customers' attention away from other sellers. Furthermore, product photography can boost potential customers' confidence in purchasing a product. Prior to the training, 14% of participants received a score of 33, 57% received a score of 67, and the remaining 7% received a score of 100. This means that the majority of participants already have basic knowledge about taking creative photos in the catering industry, while the remainder of the participants are still confused about the division of composition in photography.

Participants will have a higher level of knowledge after the training. That is, only 7% of participants continue to have low knowledge (score 33), while the remaining 57% increase their knowledge to moderate/high enough (score 66). The number of participants with a high level of knowledge (achieved a maximum score of 100) increased after the training, reaching 36%. This demonstrates that the training was effective and well received by the trainees. Through simple discussions and simulations, the method was also judged to be appropriate, and participants expressed satisfaction with the material provided. "Product photos are a solution to the problem of consumers not having a direct touch point with a product they want to purchase." Several studies have been conducted to investigate the impact of product photos on consumer responses, such as the effect of image size on purchase intention. The findings indicate that product photos influence consumer purchasing interest in e-commerce." [2]

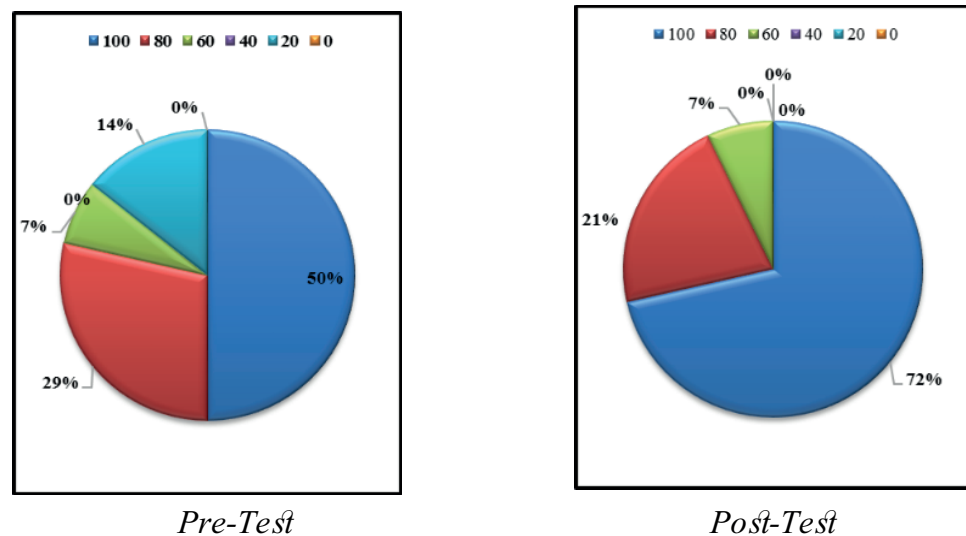


Figure 3: Increased Understanding of Catering Services Ethics in Business Communication.

Figure ?? shows that 14% of participants received a score of 40, 36% received a moderate/high enough score, and the remaining 50% received a perfect score of 100. These findings indicate that some participants still do not understand the concept of Business Communication Ethics. Some participants were found to have misunderstood business communication norms and rules, particularly in the catering industry. Meanwhile, based on post-test results, there was a 21% increase, with only 28% of participants having a fairly high score, namely 60-80, and the remaining 72% having very good scores, that is 100. According to these findings, the training material on ethics in catering service business communication was well received and understood by the majority of participants. Participants continue to lack understanding, including misunderstanding the ethics of social media and the elements of content that are

not permitted when conducting business communications on social media. In practice, communication ethics in the digital world must be considered because it carries a moral responsibility to avoid mistakes and unethical behavior. "Controlling community media activities or behavior in the digital era requires the implementation of communication ethics in order to create virtual piety." [3]

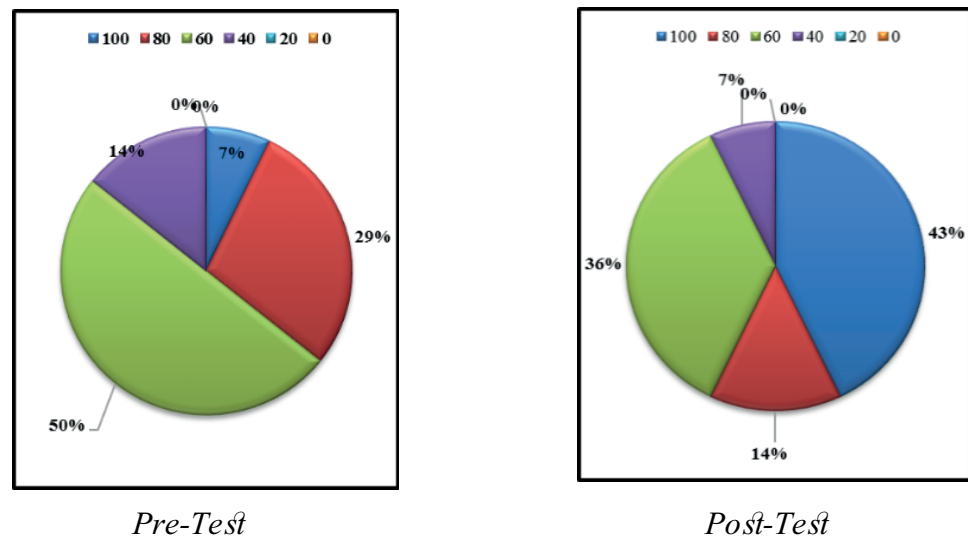


Figure 4: Improving Communication Skills in an Islamic Perspective.

Figure ?? depicts participants' understanding of Business Communication from an Islamic Perspective, where all participants basically understand that in any activity, including business, Islamic values must be applied. All participants stated that in their business communication practice, they always refer to Islamic values. According to the results of the pre-test and post-test, there is a significant increase in knowledge among the participants, with a 50% achievement rate. According to the pre-test results, as many as 14% of participants received a score of 40, while the remaining 79% received a score of 60-80, and as many as 7% received a score of 100. The post-test results revealed an increase in knowledge, with only 7 questions remaining. Only % of participants still have low knowledge (40), 50% have moderate scores (60-80), and the remaining 43% have a maximum value of high level of knowledge (100).

In practice, all participants have used Islamic business communication, but theoretically, some participants do not understand the terms used to describe business communication behavior from an Islamic perspective. The pre-test and post-test results indicate that the training provided was effective and well received by the trainees. The method was also deemed appropriate through discussion, and participants expressed satisfaction with the material provided. "In the context of Islam, communicating ethics

can be translated as a method of communication that is in accordance with moral principles based on the Qur'an and hadith in order to benefit the world and the hereafter." [4]

Online catering business owners use social media, which is popular in the current digital era, to communicate with their customers. During the training simulation, it was discovered that the most commonly used social media platforms were WhatsApp and Instagram. This medium is used to communicate various information to consumers about catering service products produced by Ulul Albab Islamic Boarding School participants.

This training provides participants with updated information and skills for optimizing the use of social media in online business promotion activities in the catering services industry. Discussions and presentations on various activities carried out in the course of running a business, specifically the management and utilization of the media used, were analyzed through discussions from the perspectives of digital business communication and an Islamic perspective. The training materials, according to the participants, enriched creativity in implementing the use of social media as a business medium, so that they could not only add knowledge but also maximize their online business activities. Furthermore, it improves their knowledge of conducting digital business in accordance with Islamic ethics and rules.

Based on interviews and the outcomes of training focus group discussions, participants revealed that skills in using tools and utilizing resources to optimize the use of social media as a business medium in the catering sector are areas that require attention. Limitations in skills that become obstacles can be optimized by directing presenters to use tools and materials found in everyday life to create interesting content and quality product photos without compromising the ethics of digital business communication.

Ulul Albab Islamic Boarding School already has ideas and creativity in the field of catering services, specifically in the form of well-designed taglines and logos. It's just that in practice, it can't be done optimally because they don't know how to market products online or digitally. This is a barrier to the growth of the catering business. The idea of developing catering services owned by Islamic boarding schools in order to reach a larger market is also good, but in practice it still employs a traditional mindset due to limited business communication skills.

It is emphasized in the Ulul Alab Islamic Boarding School's practice of digital business communication, whether through WhatsApp or Instagram, to pay more attention to ethics and Islamic principles, particularly about balance, responsibility, and virtue.

This is because, from an Islamic perspective, there are Islamic values that must be built and demonstrated through business people's communication practices to the communication targets. The use of Islamic-based digital business communication is also reflected in the content, language used, and business ethics that are polite, honest, punctual, committed, and responsible.

Business activity, also known as *mu'amalah*, is the practice of *hablum minannas*, or relationships with other people. The relationship in question is one of several social relationships with other people. It is necessary to pay attention to how to communicate based on the Al-Quran when conducting business communication and building social relationships. When doing business in Islam, there are several ways to communicate that must be considered: *Qaulan Sadida* (true words or not lying), *Qaulan Baligha* (words that imprint on the soul), *Qaulan Layyinan* (soft words), *Qaulan Ma'rufan* (kind words), *Qaulan Maisura* (light words), and *Qaulan Karima* (noble words). [5]

4. Recommendation

This study on Digital Business Communication from an Islamic Perspective at the Ulul Albab Islamic Boarding School demonstrates that members have a role and a duty to promote their products, which is a new entrepreneurship that the Islamic Boarding School is pursuing, namely the catering business. To develop this new entrepreneurship, it is necessary to optimize the use of media, particularly social media as a digital business media, which must continue to process and display its content creatively. Furthermore, the application of Islamic values and the practice of business communication ethics is the primary foundation for the long-term viability of digital business communication from an Islamic perspective. Other research can be conducted to develop policies and implement industrial development, particularly in the culinary industry, as well as its dissemination through digital media and application from an Islamic standpoint.

Acknowledgments

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