

Research Article

Management of Digital Marketing of Halal Products: Solutive Strategies for Empowering MSME Entrepreneurs

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Abstract.

The Cekaz K1 business community is one of the business communities of micro, small, and medium enterprises (MSMEs) in Bandung Regency, West Java, Indonesia. This article results from research on digital marketing management training for halal products as a solution strategy for differentiating MSME business owners. The research aims to analyze forms of digital marketing and information on halal products to empower businesses. The research method used is descriptive to measure research phenomena carefully. Data collection techniques in the form of literature studies, interviews, and a research questionnaire were conducted by distributing it to the training participants, as many as 29 people. The sampling technique was conducted through a census; therefore, all training participants became research respondents. The study results show that business owners have a high knowledge of digital marketing content in serving advertisements that contain accurate, timely, complete product information, and sale promotions in the form of discounts, free shipping, and bonuses for customers who purchase many products. Business owners have a lot of knowledge about halal products, and the product information contains information about maintaining a healthy body and facts. Halal product information guides business owners in preparing and making promoted products to customers.

Keywords: digital marketing, empowering halal products, MSME business owners

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1. INTRODUCTION

Business owners implement various strategies to advance their business, including using Digital Marketing to empower business Owners. The Cekaz K1 entrepreneur community is challenged to be able to compete for customers, and in general, the business owners in the community have a Micro, Small, and Medium Enterprises (MSMEs) scale. Business owners' business activities also support government programs such as reducing unemployment. The products produced by members of the community include coffee and processed foods.

After the Covid-19 pandemic, customer behavior in shopping for products changed. Before the COVID-19 pandemic, customers preferred to shop directly at stores, but after

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the pandemic, they switched to e-commerce [1]. This situation encourages business owners to make accurate strategies to help business continuity and requires innovation in making products that create markets and increase digitalization in marketing products. Digital marketing is a promoting activity using the internet network or social media. [2] stated the advantages of digital marketing: it can be accessed by anyone, is not limited by distance and time, and is able to reach customers wherever they are without being hindered by geographical or time boundaries. Customer needs can be met without interacting with other people directly. Thus, after the pandemic, product marketing has used digital media a lot, which has become an opportunity for businesses to promote their products and increase sales. Therefore, digital marketing management training is aimed at increasing the competence of business owners in running a business on digital platforms so that competitive and proactive business owners emerge.

Based on interviews with community members, they wanted to be skilled at informing halal products, but there were obstacles in marketing products through digital platforms such as Facebook and Instagram. This problem needs to be given special attention so that a solution can be found. Because of this, training in managing digital marketing for halal products is one of the solutions to the problems these business owners face. By holding this training, business owners can know digital marketing forms and information on halal products to empower business owners.

This training is carried out for community members because these business owners require knowledge of digital marketing management and are expected to have skills in compiling promotional messages to be uploaded to Facebook and Instagram. Based on this explanation, this study aims to analyze forms of digital marketing in serving advertisements, sales promotions, and information on halal products to empower MSME business owners.

2. DIGITAL MARKETING

Digital marketing is a manifestation of the application of technology in the marketing process. Technology is a tool, a marketing perspective, is a means of connecting that can increase the effectiveness of relationships between people, marketers and target markets. Digital marketing is not a concept that focuses on technology but to humans (marketers), to understand humans (marketers), to use technology in building relationships with other humans (customers), to build and significantly increase sales. Digital marketing applies in business strategies, where the business owner must adjust

to the characteristics of prospective customers, which customers who will and have been active in online activities. Other aspects that need to be considered in using digital marketing are business identification, competitors, customers, business targets, and progress [3].

Digitalization for advertising or Digital Marketing is one of the advances in developing communication technology business owners utilize to expand market reach. One of the aspects studied of digital marketing that makes the product sold is empowering business owners to have the skills to manage Digital Marketing. Business owners have the ability to write persuasive marketing and promotional materials that motivate people to make purchases, click links, donate, engage, and influence people to contact the sales department [4]. Business owners can prepare materials for digital marketing, including written and spoken promotions published in online media.

After the pandemic, the use of online marketing media has grown compared to traditional marketing. Therefore, the ability to write scripts for digital content is urgently needed. Apart from being required to have the ability to create digital content materials, business owners also need to equip themselves with the ability to understand information that meets the requirements of a halal product. This is in accordance [5] with the Word of Allah SWT in the Qur'an S. Al-Baqarah: 168: "O people, eat what is lawful and good from what is on earth, and do not follow the steps of the devil; Because in fact, the devil is a real enemy for you." As Muslims, we must consume food that is halal and *thayyib*. According to Islam, halal means that what is eaten is permissible, while *thayyib* means healthy food, not excessive, and halal.

Efforts to express ideas in the form of digital marketing content are in accordance with the opinion of [6]. It says product promotion materials will make it easier for people to learn more about various things related to the product, help market the product, and increase product sales. Through this material, business owners communicate with the market intending to inform, influence, persuading, and reminding customers about products. This ability to use messages positively is one of the keys to successful communication [7].

The form of digital marketing is in the form of an essay for advertising, where the essay is attractively made in terms of the choice of words or sentences, style, and approach. The content is made based on plans that have been designed and structured [8] Furthermore, [9] explains that the purpose of writing is to sell something, for example, products, services, advertisements in newspapers, writing on billboards, sales e-mails,

promotional statuses on Facebook, adlib advertisements on radio, and promotional videos.

In the current era of digital technology, the skills of writing advertising scripts in digital media play an important role in marketing. Besides that, these skills are now also applied in making a video or podcast script [10]. Advertising script writing skills can also be applied in other marketing media, such as blog articles, paid ads on Google or social media, or YouTube video descriptions [11]. The ability to write the script becomes the core of the product or service that is distributed to potential customers. [10] explained that companies, government agencies, manufacturers, retailers, non-profit organizations need useful script-writing skills to convey messages, build images, offer solutions, and introduce products:

1. Conveying messages that are informative and educative.
2. Build an image where the product will be glimpsed depending on the desired image.
3. Offering solutions and messages that prioritize the concept of sharing. Advertisement script writers realize that a product is created because there is a problem to be solved, and a solution to this problem is offered.
4. Introducing products through digital media.

According to [12], advertising script writing consists of elements of typography, headlines, sub-headlines, body copy, and closing words. First, typography is the art of choosing a typeface, combining some words according to the space available, and marking the text for the type-setting process. Another important element to consider in creating promotional messages is text. The messages must be persuasive, informative, and communicative to convey the purpose. The text consists of a headline (title), sub-headline, body copy (script/content), and closing word (closing word).

Ad Serving. In preparing advertising messages, the content must have interesting wordings, diverse writing styles and words, and clear purposes. An advertisement script writer needs to understand the language style of the promotional message he wants to convey [8] The writing style consists of explorative, narrative, argumentative, and rhetorical. First, explorative sharply reviews the nature of products and services through accurate word choices. Second, the narrative describes the advertised product as a story, in which the choice of words contains an element of imagination but still emphasizes facts. The third is argumentative. The messages emphasize ideas or

thoughts in writing based on opinions or arguments that are logical and objective based on evidence. Fourth, Rhetoric is a message that expresses the truth honestly and uses simple words.

The information contained in the advertisement may contain a record of a phenomenon or a decision made. The information functions include increasing knowledge, reducing uncertainty, the risk of failure, and diversity [13]. The types of product information presented in digital marketing advertisements must be accurate, proper, and complete. Accurate information means information that is seen from the intention, source, and in accordance with the actual situation; timely information means the information available when needed to solve problems; and information will be valuable if complete [14]. The criteria for product information presented in advertisements include integrity, benevolence, competency, and predictability. Integrity is an advertising message that contains honest information and trustworthiness. Integrity can be seen in fairness, fulfillment, loyalty, openness, correlation, and reliability. Benevolence is information in advertisements that matches customers' interests, such as attention and motivation. Competence presents messages that meet various customer needs, such as providing and serving transaction security. Predictability presented message contains product features while conveying the image and consistency of the company's behavior [15].

Sales promotion. Activities in sales promotion strive for the action of buying a product quickly and in a short time. [16] explain the purpose of sales promotion is to attract new buyers, give gifts or awards to new or old customers, increase repeat purchases, prevent customers from switching to other brands, popularize brands, increase loyalty, and short-term sales volume to expand long-term "market share". The benefits of sales promotion include providing information that can attract customers to buy products, providing incentives in the form of encouragement that can provide added value, and invitations so that customers immediately make purchase transactions [16] [17]. Classification of sales promotions in the form of customer promotions includes coupons, free samples, presents, and sweepstakes, trade promotions, including discounts, merchandise, equipment assistance, or other incentives for retailers or wholesalers; and sales promotion in the form of sales contests [17].

3. METHODS

Training on the management of digital marketing for halal products as a solution strategy for differentiating MSME business owners is held in collaboration with the

Cekaz K1 Community management and the Community Service team from the Institute for Community Service and Research (LPPM) at the Universitas Islam Bandung. Business owners who are members of the community who became respondents to this study were 29 people. Participants are generally entrepreneurs who have coffee and processed food product businesses. Based on interviews with the head of the entrepreneur community, participants cannot market their products through digital media. Therefore, digital marketing management is very necessary.

The research method used in research is a descriptive method in which this method measures research phenomena carefully and collects facts [18]. In addition to describing and expressing a problem, situation, or event systematically and revealing more in-depth facts [19].

There were 29 training participants, and all of them became the population of this study. The sampling technique used is a census, in which all population members become respondents to this study.

The research instrument was in the form of a research questionnaire, which all respondents filled in. The research data collected is from respondents' opinions regarding the training material. The data was analyzed by means of grouping, tabulating, and presenting data based on variables and types of respondents to answer the problem formulation [19].

4. RESULT AND DISCUSSION

This study analyzes respondents' opinions about Content Digital Marketing and Halal Product Information materials. Content Digital Marketing includes the definition of content digital marketing, types of content based on format and context, characteristics of quality content, and ethics of creating content. Halal Product Information Material includes the definition of halal products and how to check MUI online and on the website. Participants' knowledge of Content Digital Marketing and Information on Halal Products is presented in Table 1 below.

The participants' knowledge before participating in the Content Digital Marketing training was sufficient (13.10). After the participants attended the material training, the participants came to know and understand Content Digital Marketing. This is shown from the post-test results to be high (22.93). Training participants know and understand the types of digital marketing content consisting of two types which are the form and

TABLE 1: Comparison of Pretest and Posttest Values Content Digital Marketing and Information on Halal Products.

Material		Pretest Value	Posttest Value	Difference
Content Marketing	Digital	13,10	22.93	75,4
Halal Information	Product	12.93	22.52	74,16

Source: Digital Marketing Management Training, 2023

context format. Format content types include text, images, sound, and video. Text is a type of content in the form of writing, either in the form of news, opinions, features, or essays, and reviews. As for how to write text by taking reference ideas from books, videos, other media sources, or doing rewriting techniques where the author rewrites previously obtained writing sources. Second, image content types obtain from graphic design. There is a saying that one picture is worth a hundred words, therefore image content is preferred by social media users over text or writing. One of the social media such as Instagram that has a status feature that can be updated in the form of photos or videos. Third, sound (audio) can be website content known as Podcast (Playable on Demand Broadcast.) Podcasts are voice recordings of lectures, interviews, chats, or others stored on a website, can be downloaded, listened to anytime and anywhere. Fourth, videos in the form of recordings that were originally aired on television media, but now videos can be published through social media platforms such as YouTube, and on social media such as Twitter, Facebook, and Instagram.

Training participants also understand the types of digital marketing content based on context consisting of informative, educational, entertainment, inspirational, and testimonial content. First, Informative content aims to inform something, both in the form of writing, photos, and videos. Important information that becomes digital marketing content such as the type and way of ordering products, company location or address, company profile, company vision and mission. Both Educational content aims to increase the audience's knowledge about the product, and the company. This content takes the form of understanding, tips, how-to, etc. This content is useful for the audience because they can do things that have never been practiced before. For example, a coffee brewing tutorial. Third, entertainment content contains messages in the form of audio, visual or audio-visual such as pictures or funny stories. According [20], Indonesians like modern and fresh content, YouTube searches for "new series" increased 42 percent, searches for "viral content" multiply twice, searches for "Indonesian charts" increased 100 percent and "indie songs" increased 85 percent. Fourth, inspirational content is

expected to have a positive effect on the audience. Inspiration can be poured in various media such as text, images, sound and video. For example, to fill this content can be made by quoting words of wisdom or quotes, motivation, success stories to inspire the public by presenting the right sources. Fifth, Testimonials contain explanations from third parties who come from outside the company. Users of products or services who are satisfied creating content about the service or product. Hence, training participants understand the characteristics of quality content, which are easy to find (findable), shareable (shareable), easy to read (readable), and easy to remember (memorable). As for the ethics of creating content, including creating original content, when using information other content creators must ask permission from the original owner, convey valid information in accordance with data and facts. Maintain good manners, avoid content that may provoke conflicts. Include the name of the content creator, maintain privacy, and have a disclaimer, such as a notice of limitation of responsibility for the results of content that has been created. This is in accordance with the results of [21] research that content marketing on Instagram affects the company's brand awareness.

Writing Digital Marketing Content is used in making advertising articles, brochures, billboards, and marketing media in other forms of writing [12]. In the digital era, writing content is important in marketing communications. The writing is a video or podcast script [10]. Writing content in the form of text on social media posts, paid advertisements on Google or YouTube video description titles or forms of television advertisements, product reviews on YouTube, and short videos on using a product orally [11]. The ability to write content is the core of every business, and because of that, companies can share their messages with potential customers to expand the market [10] Content writing is producing writing that aims to sell products and services [9] Digital Marketing Content uses Instagram and Facebook as marketing media, utilizing photo and video features to disseminate information about products and promotions that apply in delivery applications, so that consumers can find out the products offered, Digital content marketing helps introduce products through features adopted from social media, by using creatively packaged messages using photos, Captions, hashtags, and interesting videos. In addition, the company collaborates with local influencers in marketing or introducing products [22].

Another opinion was expressed by [8] that Content Digital Marketing is writing intended for advertisements, where essays are made attractive in terms of the choice of words or sentences, style, and approach. Social and digital marketing offers significant opportunities for organizations through cheaper costs, increased brand awareness and

sales [23]. Digital marketing has a significant effect on sales performance [22]. [24] Research found that digital marketing studies and the use of promotional media have a significant effect on product sales performance. [25] research also found that promotion using Instagram endorsements and paid promotions can increase brand awareness and consumer shopping interest. Thus, it can be understood that the training has increased the participants' knowledge about Content Digital Marketing, so it can be stated that this training benefits the participants' cognitive aspects. Participants can gain significant meaning regarding Content Digital Marketing as an effort to support writing product messages on Instagram, so it can be stated that this training benefits the participants' cognitive aspects. Participants can gain significant meaning regarding Content Digital Marketing as an effort to support writing product messages on Instagram. Thus, it can be stated that this training benefits the participants' cognitive aspects. Participants can gain significant meaning regarding Content Digital Marketing as an effort to support writing product messages on Instagram. Participants' knowledge of the second material, Halal Product Information, before attending the training (pretest) was sufficient (12.93). Participants attending the material training became aware and understood Halal Product Information, shown from the post-test results to be high (22.52). These findings show that this training benefits the participants' cognitive aspects. This increase was partly because participants tried to pay close attention to training materials, such as explanations about the meaning of products that meet halal requirements and how to check halal product through the MUI website, so that participants gained an understanding of information on halal products. To explain halal product information, starting from understanding the term halal, which means permissible, legal, and in accordance with Islamic or Sharia law. If it is associated with products, such as food and beverages, halal can be interpreted as food or beverage products permissible for Muslims [26]. The same thing was found in the research of [27] that scientific cues in the verses of the Qur'an have implications for the types and sources of food, production processes, and product innovations that require halal consumption criteria in terms of health, characteristics of healthy and clean food, legal criteria for halal food products, and are developed to create halal products assurance system. These criteria are requirements for halal certification of a food product that requires a halal ecosystem in order to have market competitiveness in the development of the global halal industry. The practical results of the simulation of digital marketing training materials showed that the participants could apply the training materials well (average score 77). In this practice, the participants grew the courage to write Content Digital Marketing about

their products, which will be uploaded on their Facebook and Instagram. Thus, trainees are not only required to have the ability to create digital content materials, but also need to understand information the halal product requirements. Thus, training participants as business actors who provide products to Muslims as a target market, where Muslims must consume halal and *thayyib* food. Halal means what is eaten is allowed, and *thayyib* means healthy food, and in moderation.

Based on the results of interviews with several participants, they had the enthusiasm to study the training material in more depth to apply it in informing products on Facebook and Instagram media. The findings of this study, in accordance with the opinion of [6], in informing products can be in the form of presentation activities where marketers provide detailed explanations to generate sales [28] [19], put forward in writing aspects. What must be considered is that choosing certain words will arouse the listener's desire to know more. In addition, [29] advises that if someone presents writing to market a product, they must use words with a positive meaning. The opinions of the participants show that digital marketing content writing can produce interesting writing, where the writing communicates added value in an appropriate way. Furthermore, the informant explained that there are two benefits of this training, they are improving the ability to write digital marketing content, and adding insight into halal product information, so that the information conveyed produces writing that sells.

5. CONCLUSION

First, the participants' knowledge before participating in Content Digital Marketing is sufficient. After the participants took part in the training material, the participants came to know and understand Content Digital Marketing, and the post-test results were high. Participants understand the meaning of digital marketing content, the types of content based on format and context, the characteristics of quality content, and the ethics of creating content. All that can be applied in writing for content in the form of serving advertisements must be accurate, proper, and complete information on Facebook and Instagram as product marketing media. Sales promotions include discounts, free shipping, and bonuses for customers who buy many products. Participants' knowledge of Halal Product Information before attending the training (pretest) is sufficient,

The findings show that the training benefits the cognitive aspects of the participants, the definition of products that meet halal requirements, and how to check product halalness through the MUI website and online. Participants gain an understanding of halal

product information, such as information on maintaining a healthy body and following the actual situation. The results of the practice in the Digital Marketing Management material simulation showed that the participants could apply the training material to grow the courage of the participants to write Digital Marketing Content about the products to be uploaded on Facebook and Instagram media.

The suggestions are: First, participants are expected to be able to learn and increase their understanding of Content Digital Marketing, Halal Product Information, and practice Content Digital Marketing material. Thus, they can compile advertisements and other forms of writing about products on Facebook and Instagram to increase participants' empowerment in promoting and selling products. Second, participants are expected to continue to increase their knowledge and understand Halal Product Information materials and comply with the rules in making products that meet halal requirements by practicing frequently, which is expected to increase the empowerment of training participants.

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