# Applying A Swot Analysis Approach To A Sharia Marketing Perspective At Alunicorn Shops In Bandung

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***Absctract.*** *This research is motivated by advances in internet technology which are currently growing rapidly in society. Digital marketing strategies are an alternative way for business people to reach consumers very broadly and quickly in promoting their products via the internet and to increase sales volume. The purpose of this study is to determine the application of Fihadaessie's digital marketing strategy in developing business by promoting products that can increase sales turnover as measured using the SWOT matrix and to review the digital marketing strategy whether it is in accordance with sharia marketing principles. This research was conducted using a descriptive qualitative approach using the IFAS Matrix, EFAS Matrix, and SWOT Matrix to measure strengths, weaknesses, opportunities and threats. Source of data obtained from primary data and secondary data. Data collection techniques through observation, interviews and documentation. The results of this study indicate that the implementation of digital marketing strategies has been successfully implemented through social media WhatsApp, Instragram, Shopee and Tiktok so that there has been an increase in turnover and the implementation of digital marketing strategies is in accordance with sharia marketing principles. From the results of the IFAS matrix, it is strong in identifying internal factors, the EFAS matrix is ​​good at responding to existing opportunities and avoiding threats that come from competitors. The results of this study indicate that the implementation of digital marketing strategies has been successfully implemented through social media WhatsApp, Instragram, Shopee and Tiktok so that there has been an increase in turnover and the implementation of digital marketing strategies is in accordance with sharia marketing principles. From the results of the IFAS matrix, it is strong in identifying internal factors, the EFAS matrix is ​​good at responding to existing opportunities and avoiding threats that come from competitors. The results of this study indicate that the implementation of digital marketing strategies has been successfully implemented through social media WhatsApp, Instragram, Shopee and Tiktok so that there has been an increase in turnover and the implementation of digital marketing strategies is in accordance with sharia marketing principles. From the results of the IFAS matrix, it is strong in identifying internal factors, the EFAS matrix is ​​good at responding* to existing opportunities and avoiding threats that come from competitors.

***Keywords:*** *Strategy; Digital Marketing; SWOT; Sharia Marketing*

# INTRODUCTION

The development of online business in Indonesia is very good, as can be seen from the many online shops that have sprung up in cyberspace today, and the development of online business has had a big impact on the company's economic growth. The Internet existed in Indonesia around the 1990s, but it was only in the 2000s that people started using the Internet freely, and many online shops have sprung up since then. The advent of the internet has helped economic actors to improve income, but online business has positive and negative impacts such as fraud (Prayoga, 2020). With the rapid development of technology on the internet, everyone can access the internet anywhere using cellphones, laptops and other gadgets, this can have an impact on the ease of getting information (Purkon, 2014).

(Dzikrullah, 2014) With the existence of internet technology, human behavior, interactions that occur between humans and human relations will experience significant changes. The global communication network has experienced challenges regarding the way social and economic transactions are carried out. Information exchange occurs not only in the form of messages, but also in the form of videos, images, sounds and documents. It can be used in various ways by internet users. For example, providing insight to students to be knowledgeable about the world, communicating with friends on social networks, or also being able to run a business, namely an online business. (Hanum, 2019) A successful online business requires a sales strategy with good management, friendly service, timely delivery of goods, and good consumer data security in order to continue to grow. In addition, businesses must be able to sell their products widely so that they can be reached by consumers through a good digital marketing strategy.

(Wiwik Puspita Hadi, 2021) With current technological developments, changes are needed in marketing strategies that utilize online media or commonly known as digital marketing. In doing business online, there are advantages, namely that it can be done anywhere, is free of charge, does not require a lot of effort, products are not only seen by people around, it is easy to promote products, and there are also disadvantages, namely always relying on the internet, lack of consumer trust, problems with delivery of goods or products (Fathul Husnan, 2015). The development of digital technology has made it possible for businesses to sell their products online. Currently, the Internet not only connects people with those closest to them, but also connects people with people around the world (Cicik Hariani HS, 2021 ).

Digital marketing has become a development of traditional marketing activities that are carried out face-to-face, changing marketing activities now to be able to use digital media to be able to do marketing anywhere without having to meet face to face. Digital marketing can reach everyone regardless of distance or time, making it easier for consumers to buy goods without having to leave the house or make transactions through the online system (Munandar D., 2022). Currently used by payment applications such as OVO, Dana, Shopeepay, Gopay and can also be paid on the spot when ordering. Digital marketing is a promotional activity and marketing through digital media online by utilizing the right social media to determine the segment, cost, time and effectiveness carried out (Yoyo Sudaryo, 2020).

Marketing a brand using digital media which is a place for socializing in today's society such as Whatshapp, Instagram, Facebook, Shopee, Lazada, Tokopedia and Tiktok (Ira Promasanti Rachmadewi, 2021). Promotions carried out online are very intensively carried out by a company.

Of course, having goals to be achieved such as a wider network and market by providing product and planning information that has been combined through the website will automatically provide access to the database as a member. Within seconds it is proven that technology makes all promotional activities very practical (Rohman, Analysis of the Application of the Ju'alah Agreement in Multi Level Marketing, 2016).

Digital marketing is a marketing activity carried out by utilizing digital media, social media via the internet. Digital marketing is a means of using digital technology that is used by businesses or producers to meet the needs of consumers more effectively. Of course, a digital marketing strategy that must be implemented by a good online business to attract consumer interest and increase sales to advertise which business people sell Digital marketing can be done by making artistic product photos that can be edited in the Canva application, making video content as attractive as possible, and carry out regular direct sales using existing media (Patria Adhistian, 2020 ).

Digital marketing strategy can be influenced by two factors, namely internal and external factors. Internal factors are factors that are inherent in the company itself, such as strengths and weaknesses. These internal factors function as marketing, finance, operations, human resources, development, and company management information systems. External factors, namely external factors that can influence the decision making of a company through the occurrence of opportunities and risks. The emergence of these external factors was caused by the industrial environment, macroeconomic environment, economy, politics, law, technology, population and socio-culture (Ari, 2019). SWOT analysis is an analysis that identifies strengths and weaknesses in a company and external factors that act as opportunities and threats outside. SWOT includes Strength (Strength) to be a resource owned by the company to be successful because strength has positive internal properties that help businesses achieve their strategic goals. Weaknesses in companies lacking resources, because they can interfere with strategic goals. Opportunity in external environmental conditions that can help business actors achieve company goals. Threats to external environmental conditions that can make it difficult for business actors to achieve their company goals (Lena Lestary, SWOT Analysis and Digital Marketing, 2022). In this digital marketing strategy, a SWOT analysis is needed to identify and evaluate strengths, weaknesses, opportunities and threats in a business so that it can maintain strengths, increase profits from opportunities and reduce strengths, avoid threats. SWOT analysis itself in digital marketing is useful for adjusting to technological developments, being able to overcome internal and external obstacles and for expanding business relationships and networks in selling a brand (Aini, SWOT Analysis Techniques, 2020).

(Hermawan Kertajaya, 2006) Sharia marketing is a concept of business strategy in Islam that is disciplined in directing the process of creation, supply and change the value of an initiator to its stakeholders in a process must be in accordance with the contract and muamalah principles in Islam such as honesty, fairness, transparency, ethics and morals. Businesses that put sharia marketing strategies into transactions to seek the pleasure of Allah accompanied by sincerity which becomes worship before Allah. (Parakkasi, 2020) Sharia marketing refers to aspects of the world that are oriented towards goodness, always prioritize according to the Qur'an and As-Sunnah, and are strengthened by Ijma and qiyas for True Happiness (Falah). The traditional market is a rational market, while the Islamic market is an emotional market.

From the results of research on Digital Marketing Strategy, many studies have been done before. As for several studies, namely: Research conducted by Hendri Hermawan Adinugraha, Asih Maisaroh, Rifqi Hidayatullah, and M. Bahrurizqil from IAIN Pekalongan (2021), Research conducted by Stefen Stefanus and Mohammad Ridwanz from the Islamic Institute of Religion Bunga Bangsa Cirebon (2022), Research conducted by Zanuar Rifa'i and Dwiki Agung Witriantino from Amikom University, Purwokerto (2020).

First, research by (Hendri Hermawan Adinugraha AM, 2021) with the title "Analysis of Marketing Strategy Through Digital Marketing in Increasing Batik Sales Turnover" in this study discusses digital marketing strategies in the development of batik sales in Pekalongan. The similarities with this research are discussing digital marketing strategies to increase turnover, the difference is in objects and analysis, the previous research object was on Pekalongan batik while this research object was on TasAlunicorn Bandung and used SWOT analysis from a Sharia Marketing Perspective.

Second, research by (Stefen Stefanus, 2022) entitled "Analysis of Sharia Marketing Strategies to Increase Sales Turnover in the Globalization Era at the Pantes Sindang Laut Gold Shop, Cirebon Regency". This study discusses marketing strategies in the global era. The similarities with this research are discussing strategies to increase turnover by using social media networks, the difference is in the object of research, previous research was at the Pantes Sindang Laut Gold Shop, Cirebon Regency while in this study the object was at the Alunicorn store in Bandung and used SWOT analysis from a Sharia Marketing Perspective.

Third, research by (Zanuar Rifa'I, 2020) entitled "Digital Marketing Start-up Hompimpaa.id Analysis Using the SWOT Analysis Method, Value Proposition Canvas, and Competitive Five Forces". hompimpaa.id can continue to grow. The similarities with this research are discussing digital marketing strategies to find out strengths and weaknesses by using SWOT analysis, the difference is that previously used Value Proposition Canvas, and Competitive Five Forces while this research is SWOT Analysis Matrix of Sharia Marketing Perspective.

The explanation of the background above, the Fihadaessie Store, which has run and maintained its business for three years in an era of technological advances and trends in the business world is also increasingly varied, today's business competition is very fast, of course, an effective and efficient digital marketing strategy is needed so that customers can be interested in buying the brand. With this problem, researchers want to know the application of digital marketing strategies in increasing sales turnover by measuring strategies using SWOT analysis and also knowing whether the implementation of digital marketing strategies is in accordance with sharia marketing principles.

# LITERATURE REVIEW

* 1. **Digital Marketing**

(Ridwan Sanjaya JC, 2019) Digital marketing is branding marketing activities through digital media or internet networks that offer company brands. (Abdul Rauf, 2006) Digital marketing in marketing strategies also has advantages such as global reach using websites can find new customers, lower costs in using the internet can reach the right customers at lower costs than traditional marketing, measuring digital marketing through websites and an online matrix tool for determining effective marketing strategy that provides detailed information, profiling in the acquisition of data on customers who visited the website who purchased the company's products. (Vincent Didiek Wiet Aryanto).

# Digital Marketing Goals

(Firmansyah, 2021)The use of digital marketing is a way to better articulate the issues of communication goals that businesses can achieve through the use of the Internet, such as:

* 1. Information Dissemination One of the important purposes of using the website is to provide complete and detailed information about the company's products. Companies using digital marketing have many different ways to engage with consumers. Using internet media in marketing is the best way to make the masses well informed.
  2. Increase awareness Digital marketing can help raise awareness about a business and the products and services it produces. For businesses with limited advertising budgets, digital marketing offers the opportunity to create awareness more effectively than traditional media.
  3. For research purposes, companies use digital marketing to conduct market research and gather information about competitors, target customers and marketing issues.
  4. Starting a digital marketing company that implements digital marketing to help create a good company perception or image in society.
  5. Product testing, companies use digital marketing to offer their products.
  6. In improving services, the role of digital marketing is to provide information and respond to various complaints and questions from customers. Digital marketing capabilities can also improve services and build positive relationships between businesses and consumers.
  7. Digital marketing increases sales and provides many ways to sell, advertise and showcase products. One way is through websites designed to manipulate affiliate names. Affiliates represent a partnership relationship between websites, which allows a company to expand sales of its products by collaborating with its own websites.

# Implementation of Digital Marketing Strategy

(Firmansyah, 2021) The decision to implement digital marketing as a business strategy must be adjusted to the specifications of the company being implemented to ensure the need for strategy implementation. There are two types of business characteristics to consider when making digital marketing decisions:

1. As measured by the characteristics of customers and potential customers, there are two types of customer characteristics: online customers and recently online customers. Using digital marketing is the best choice when customers use digital technology to search for or buy the products and services offered. Conversely, if the customer does not need to use digital technology, then there is no need to use a digital marketing strategy. However, unused customers are not completely unused, and may become potential customers in the future. Therefore, the use of digital marketing can still be seen as a marketing strategy with long-term goals.
2. Recognize the characteristics of products, services and brands and their suitability for digital marketing. Can sell almost any type of product, service or brand online. Behind this principle is the claim that nothing special is required to sell products through a digital marketing strategy. When interacting with customers online, implementing a digital marketing strategy can help offer all kinds of goods and services.

# Sharia Marketing

(Bayanuloh, 2019) Sharia marketing is a strategic activity carried out by individuals or companies by directing the process of creating, providing and modifying products or services for material and spiritual well-being, based on the rules of the Koran and Sunnah, in a process that is consistent with Islamic Muamalah principles. Sharia marketing plays an important role in companies that are expected to work and behave professionally in business that can foster consumer confidence. The basis of sharia marketing is business processes and Islamic values ​​are applied throughout the sharia marketing process. A way to market business processes that promote sharia values.

(Parakkasi, 2020) Sharia marketing also aims to provide correct information (advertising), understand market and consumer conditions, shape products to meet market preferences, balance total production costs with total sales volume, create the desired image, to provide satisfaction to consumers and increase spiritual values ​​but also must be with mental problems. such as, the information and products provided and purchased by consumers are halal, quality products (Toyyib) and free from elements of usury and fraud (Tadlis). Should not no speculation (Garar), coercion (Rida), or avoidance of transparency and disclosure of consumer claims (khiyar).

# Basic Principles of Sharia Marketing

In sharia marketing activities also have the principles of sharia marketing. (Parakkasi, 2020) The principles of business marketing in Islam include: The principle of tolerance (ibahah), the principle of justice (al'adl), the principle of free will (al-hurriyah), the principle of accountability, the principle of truth and honesty, the principle of preparedness (ar-ridha) , and the principle of utility. The principles are explained as follows:

1. The Principle of Unity (Tawhid)

This principle becomes a great principle. All human activities must be based on monotheistic values. This principle applies to gender, ethnicity, nationality and religion. Property is a trust and belongs to Allah as stated in the letter of the Qur'an (QS. Al-Kahf: 46).

1. Principle of Acceptance (Ibahah)

This principle gives freedom to marketers to trade unless there is an argument that expressly prohibits trading. This principle pays attention to the dynamics of human needs. Humans, as economic actors, are free to do business among all human beings, as long as their trade does not violate sharia. Both are related to substances, processes and uses.

1. The Principle of Justice (al-'Adl)

Justice emphasizes the idea that a person gets something for himself. Therefore, all transactions are carried out fairly. Be transparent, honest, reasonable, and don't overdo it. Justice brings balance and harmony to the cycle of wealth. A place where wealth and business accumulate, not just by a handful of parties.

1. The Principle of Free Will (al-Hurriyah)

Freedom is the quality and contribution that Islam gives to human beings. Based on this principle, marketers can conduct business activities by making contracts and promises.

1. Principle of Accountability

In Islam, all human actions, including business activities, are responsible in the afterlife and must always observe the signs of Sharia. On a practical level, employers must calculate their margins correctly, receive their profits in a fair and just manner, use appropriate contracts, and prohibit all transactions involving any person.

1. Principles of Virtue and Honesty

Truth in doing business includes intentions, attitudes, process behavior, progress, setting profit margins, business performance, and contracts used. Marketing strives to provide consumers with the best, open and comfortable service. To build and maintain trust, marketing efforts must maintain integrity. Trust fosters stronger business relationships, increases the value of business transactions, and ultimately increases sustainable profitability.

1. The Principle of Willingness (ar-Rida)

Business practices emphasized in Islam are voluntary (ridha) without coercion (ikrah) or intimidation. The principle of Equality is a key element of contract formation (ijab qabul). This principle refers to accepting that the subject of the contract business is lawful, appropriate and clear, the price is reasonable, and the parties have the right to choose between them. The purpose of this principle is to maintain the benefit, comfort and welfare of the parties entering into the contract, both during and after the contract.

1. Profit Principle

Every entrepreneurial activity must bring as much profit as possible to the business actor, materially and in the values ​​of life. The application of the utility principle in marketing activities is always related to trade. The traded business object must be lawful and good (halalan toyyibah). From Abu Sa'id Sa'd bin Mâlik bin Sinan al-Khudri Radhyallahu anhu, the Prophet sallallaahu 'alaihi wa sallam said, "There should be no danger and no harm to other people."

# SWOT analysis

(Ma'aruf, Strategy Analysis, 2022) SWOT analysis is an analysis based on logic that can maximize Strengths and Opportunities, but simultaneously can minimize Weaknesses and Threats. SWOT data that produces internal factors and external factors that can support or hinder a business process. (Wijayanti, Guide to SWOT Analysis for Business Success, 2021) In the business world, SWOT analysis is used to achieve the goals of a business and improve performance according to the expected targets.

(Ari, 2019) The method used is SWOT analysis. The steps are as follows:

1. Collecting data

This stage is carried out for clarification and pre-analysis. At this stage the data can be divided into two, namely internal data and external data. Internal Data (Strengths and Weaknesses) and External Data (Opportunities and Threats).

1. IFAS Matrix (Internal Factors Analysis Strategy)

This table is used to determine the internal factors to be identified. Preparation of the Internal Strategic Factors Matrix (IFAS = Internal Factors Analysis Strategy) IFAS Matrix (Internal Factors Analysis Strategy) This table is used to determine the internal factors that will be identified. To formulate these internal strategic factors within the framework of the company's strengths and weaknesses, the stages are:

* 1. Determine the factors that are the strengths and weaknesses of the company in column 1.
  2. Give weight to each of these factors on a scale ranging from 1.0 (most important) to 0.0 (not important), based on the influence of these factors on the company's strategic position. (All these weights cannot exceed a total score of 1.00).
  3. Give each factor a rating of 1 to 4 to indicate whether it has major weaknesses (rating = 1), minor weaknesses (rating = 2), minor strengths (rating = 3), and great strengths (rating = 4). So actually, rating refers to company while the weight refers to the industry in which the company is located.
  4. Multiply each weight by its rating to get the score.
  5. Add up the total score of each variable.
  6. Regardless of how many factors are included in the IFAS matrix, the total weighted average ranges from a low of 1.0 to a high of 4.0 with an average of 2.5. If the total average is below 2.5, it indicates that the company is internally weak, while the total value above 2.5 indicates a strong internal position.

1. EFAS Matrix (External Factors Analysis Strategy)

This table is used to formulate external factors to be identified. Preparation of External Strategic Factors Matrix (EFAS External Factors Analysis Strategy). To formulate these external strategic factors within the framework of opportunities and threats, the stages are:

* 1. Determine the factors that become opportunities and threats.
  2. Give each factor a weight ranging from 1.0 (very important) to 0.0 (not important). These factors are likely to have an impact on strategic factors. The sum of all weights must equal 1.0.
  3. Calculates the rating for each factor by giving it a scale from 1 to 4, where 4 (very good response). 3 (response above average), 2 (response average), 1 (response below average). This rating is based on the effectiveness of the company's strategy, thus the value is based on the condition of the company.
  4. Multiply each weight by its rating to get the score.
  5. Add up all the scores to get the company's total score. This total value shows how a particular company reacts to its external strategic factors.
  6. Of course, in the EFAS matrix, the highest possible total score is 4.0 and the lowest is 1.0. A total score of 4.0 indicates that the company responds to existing opportunities in an extraordinary way and avoids threats in its industrial market. The total score of 1.0 indicates the company's strategies do not take advantage of opportunities or do not avoid external threats.

1. SWOT Matrix

A systematic way of identifying the four factors listed in the analysis that best fit among them. The analysis is based on the assumption that a strategy will maximize strengths and opportunities, and minimize weaknesses and threats. The SWOT matrix is ​​used to develop four types of alternative strategies, namely SO (strengths - opportunities), WO strategies (weaknesses - opportunities), ST strategies (strengths-threats), and WT strategies (weaknesses - threats).

# RESEARCH METHODOLOGY

This study uses a descriptive qualitative approach that emphasizes understanding of reality conditions in digital marketing strategies by using the IFAS Matrix, EFAS Matrix, and SWOT Matrix analysis methods to measure strengths, weaknesses, opportunities and threats. The research process was carried out on digital marketing activities that had been carried out by the object of this research, namely the Bandung Alunicorn store. Data sources are primary data obtained from the field through interviews with owners who provide information on this research and secondary data collected from written sources, namely books, research results such as reports, documents. Data collection techniques through direct observation to obtain the data needed by directly observing marketing activities, interviewing the owner regarding activities, events, motivation and documentation obtained through data documents in the form of sales archives.

# RESEARCH RESULTS

# Overview of Research Objects

The Fihadaessie business was founded in 2019 by an owner named Syafira Firdaus, a 21-year-old young woman who, after graduating from college, built and worked on her own online business world. Apart from being an entrepreneur, Syafira has also been invited several times to be a business resource person, such as at campuses, organizations, and at an event at a hotel. The owner produces his own tote bag. At the start of running her business, the owner, Syafira, was assisted by three tailor employees. Bags are produced every month as much as 300-350 pcs. The business continues to grow until it is able to buy a press machine, create a work office and room for content. Products created with a unique model follow the development of trends and use materials from velboa, drill, canvas, waterproof which make them very popular in the market. Its bag products are targeted at young people, especially college students who want to look cool with a budget that fits student pockets. Bags that are sold at a price range of IDR 30,000 to IDR 50,000 (Firdaus S. , TokoAlunicorn Bandung Profile, 2022)

# Digital Marketing

The results of the researcher's interview with Owner Syafira Firdaus, digital marketing has a very important role in running their business to promote their products through digital media that are widely used by society today such as Whatsapp, Instragram, Facebook, Tiktok and Shopee. To attract consumer interest in the product, it is definitely necessary to create a design or picture for consumers to see, in making designs, editing product photos and videos using the Canva, Inshot and CapCut applications as attractive as possible. For writing receipts for shipping goods, you have also used tools, not handwritten. The delivery itself within the city uses a courier service, which is now easy to contact the courier via digital media (Firdaus S., Digital Marketing at the Fihadaessie Store, 2022).

Implementation of Digital Marketing Strategy

The results of the researcher's interview with the owner, this digital marketing strategy is implemented as a key in the business, namely to increase sales turnover and also in increasing the brand on self-produced bags that have been successful many enthusiasts, especially among teenagers. Initially, the intended target was teenagers in college, but now the enthusiasts are children in high school, junior high school, to elementary school children too. Products are sold not only for retail but also for resellers. Resellers who take their products so far are around 50 resellers. Reseller purchases are a minimum order of 5 pcs and usually order twice a month. The bags are not only sold in Bandung, but have gone out of town to outside the island, namely currently they have sent their products to Jakarta, Central Java and Kalimantan.

By looking at the interest in the bag, not just college students, the main strategy for producing the bag is looking at consumer interest by adding lots of ideas, models and motifs according to their age. The bag production itself always uses good quality materials, never changing materials when starting this business. The model for college students is a tote bag which is usually used for college, as well as for junior high school and high school students with age-appropriate models, and bags for elementary school children and below with super cute motifs such as doll-style bags and so on. . The price set is not too expensive for the quality that has been provided, each product only sets a profit of IDR 5,000 to IDR 10,000 (Firdaus S., Sales Turnover at the Fihadaessie Store, 2022). The owner implemented the initial marketing strategy for developing his business using digital media, namely Whatsapp and Instagram. The owner tried to upload his product on Whatsapp and Instagram. Previously promoting his business also through celebrity endorsements to attract customer interest. As time goes by, the business being run is growing by implementing digital marketing strategies on the Marketplace at Shopee and on Tiktok where in the progress of the internet digital media is not only a learning medium but also in the current era people shop for any needs through digital media because it is more practically no need to leave the house. What's more for young people nowadays who are interested in shopping for bags, clothes, accessories, skincare through Shopee, tiktok cannot be denied (Firdaus S.)

The digital marketing strategy is that every time a new bag model is produced, the bag production is finished in a photo or content is created through videos and then edited as attractively as possible for consumer interest. After editing and creating content, always upload directly to the Shopee Marketplace, Tiktok, Instagram. In his business, he always updates the latest products every day and packs orders every day through stories on his social media, namely Whatsapp, Instagram, Facebook which aims to make consumers aware that they are always active and implement live tiktok in promoting their products, live tiktok is carried out once a week with this live tiktok strategy can also increase turnover in sales. The implementation of the digital marketing strategy also holds promotions with a discount of IDR 2,000/product purchase. This promo is usually carried out on beautiful dates like 12.12 which is also carried out at Shopee, at the end of the month, and other big holidays. This strategy is very profitable because the order becomes a lot and increases sales turnover. Promotional strategies that go through live or product postings are in real terms, there are no edits such as taking product photos that are far away from the original product. Delivery of goods is packed neatly and safely to the hands of consumers.

# SWOT analysis

* + 1. **Internal Environment Identification**

The results of the researcher are that the internal factors that exist in the company are analyzed for the process of preparing the marketing strategy for its bag products. This internal analysis aims to determine strengths and weaknesses in the face of competition.

1. Strength

Based on the analysis carried out obtained several strengths as follows:

* 1. The quality of the material or bag material is very good.
  2. The designs and models of bags are very unique and varied.
  3. Assurance of good product quality to consumers.

1. Weaknesses

Based on the analysis carried out, several weaknesses in marketing are obtained as follows:

* 1. The number of competitors in the same product.
  2. Promotions that have not been managed optimally.
  3. There is still a lack of capital for production.

# External Environment Identification

The results of the researchers analyzed external factors that lead to opportunities and threats. Opportunities can lead to business activities, while threats can hinder business activities. External strategic factors on existing conditions and trends often appear from outside but can influence performance.

1. Opportunity

Opportunity is a factor that comes from the outside environment to be exploited in order to get a profit. Based on the analysis that has been done, obtained several opportunities that can be exploited, namely:

* 1. The rapid development of internet technology.
  2. Fashion is a staple for the age of children until adults.
  3. Consumer attraction to bag products.

1. Threats

Threats are factors that come from outside the company that must be overcome in order to reduce the impact that can be detrimental. Based on the analysis that has been done, several threats are encountered in marketing the product, namely:

* 1. Delay in following the trend in the development of an increasingly fast trend.
  2. Many products are similar to other companies.
  3. Lots of unhealthy pricing competitors on Marketplace.
     1. **IFAS Matrix (Internal Factors Analysis Strategy)**

The IFAS matrix is ​​used to assess how big the role of internal factors is. The IFAS matrix was created based on the identification of internal environmental conditions in the form of strengths and weaknesses in the digital marketing of bag products. The identification results from the interview results obtained three factors of strength and three factors of weakness. The IFAS (Internal Factors Analysis Strategy) matrix is ​​used to measure the extent of the strengths and weaknesses possessed, namely as follows:

**Table 1. IFAS Matrix (Internal Factors Analysis Strategy)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | Internal Factors | Weight | Twigs | Weighting score |
| (Weight x Twig) |
| **Strengths** | | | | |
| 1 | The quality of the material or bag material is very good | 0.20 | 4 | 0.8 |
| 2 | The designs and models of bags are very unique and varied | 0.15 | 3 | 0.45 |
| 3 | Assurance of good product quality to consumers | 0.25 | 4 | 1.0 |
|  | **Total Strength Score** | **0.6** |  | **2.25** |
| **Weaknesses** | | | | |
| 1 | The number of competitors in the same product | 0.10 | 2 | 0.2 |
| 2 | Promotions that have not been managed optimally | 0.10 | 1 | 0.1 |
| 3 | There is still a lack of capital for production | 0.20 | 2 | 0.4 |
|  | **Total Weakness Score** | **0.4** |  | **0.7** |
|  | **Total** | **1.0** |  | **2.95** |

**Source**: Primary data processed(2022)

The IFAS analysis yielded a factor strength and weakness value of 2.95. So a score above 2.5 means a strong internal position.

* + 1. **EFAS Matrix (External Factors Analysis Strategy)**

The EFAS matrix is ​​used to determine how much influence external factors have. The EFAS matrix is ​​made based on the identification of external environmental conditions in the form of opportunities and threats faced in marketing bag products digitally. The identification results from the interview results obtained three factors that have a positive effect, namely opportunities and three factors that have a negative effect, namely threats. Matrix EFAS (External Factors Analysis Strategy) is used to assess external strategic factors that are owned, namely as follows:

**Table 2. EFAS Matrix (External Factors Analysis Strategy)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| No | External Factors | Weight | Twigs | Weighting score |
| (Weight x Twig) |
| **Opportunity** | | | | |
| 1 | The rapid development of internet technology | 0.20 | 3 | 0.6 |
| 2 | Fashion is a staple for the age of children until adults | 0.15 | 3 | 0.45 |
| 3 | Consumer attraction to bag products | 0.25 | 3 | 0.75 |
|  | **Total Odds Score** | **0.6** |  | **1,8** |
| **Threats** | | | | |
| 1 | Delay in following the trend in the development of an increasingly fast trend | 0.15 | 4 | 0.6 |
| 2 | Many products are similar to other companies | 0.10 | 3 | 0.3 |
| 3 | Lots of unhealthy pricing competitors on Marketplace. | 0.15 | 3 | 0.45 |
|  | **Total Weakness Score** | **0.4** |  | **1.35** |
|  | **Total** | **1** |  | **3,19** |

**Source**: Primary data processed(2022)

The EFAS analysis produces an opportunity and threat factor score of 3.19. A score above 1.0 indicates that it is successful in responding to existing opportunities and avoiding threats from competitors.

# SWOT Matrix

The SWOT matrix is ​​prepared based on the identification of the company's internal and external factors which describe the strengths and weaknesses as well as the associated opportunities and threats. The results of the researcher's analysis of internal and external factors are then arranged systematically and structured to produce four kinds of strategies, namely as follows:

# Table 3. SWOT Matrix

|  |  |  |
| --- | --- | --- |
| **IFAS**  **efas** | ***strength*(S)**   1. The quality of the material or bag material is very good 2. The designs and models of bags are very unique and varied 3. Assurance of good product quality to consumers | ***Weaknesses*(W)**   1. The number of competitors in the same product 2. Promotions that have not been managed optimally 3. There is still a lack of capital for production |
| ***Opportunity*(O)**   1. The rapid development of internet technology 2. Fashion is a staple for the ages of children to adults 3. Consumers' attractiveness to their bag products | **Strategy (SO)**   1. Trying to maintain the quality of its bag products 2. In   promote products using digital marketing more through installing products through social media   1. Improve more innovative products and   many variations | **Strategy (WO)**   1. Utilizing social media as a means of digital marketing 2. Improving the promotion strategy by adding promotional routines every day 3. Using a pre-order system for resellers |
| ***Threats*(T)**   1. Delay in following the trend in the development of an increasingly fast trend 2. Many products are similar to other companies 3. Lots of unhealthy pricing competitors on Marketplace | **Strategy (ST)**   1. Improving product quality to compete with the trend with other companies 2. Creating new innovations on unique products so that they have different product characteristics 3. Provide guarantees when there is damage to the product that has been sent for   increase | **Strategy (WT)**   1. Maintain product quality by not changing raw materials so that there is no decrease in product quality 2. Make attractive promos to attract a lot of consumer interest 3. Doing cooperation with capital owners, such as doing   financing |
|  | consumer trust | mudharabah in the institution  sharia |

**Source**: Primary data processed(2022)

# Implementation of Digital Marketing Strategy in a Sharia Marketing Perspective

From the results of research on the digital marketing strategy implemented in promoting the bag product, it is appropriate in sharia marketing:

1. Can provide product promotion information honestly and correctly, there is no element of fraud as in the photos and product content according to the original, no edits, changes to the product, this statement is in accordance with the principles of virtue and honesty in sharia marketing.
2. Already able to understand market and consumer conditions in the current era of digital development and is also trustworthy in maintaining the quality of its products with good materials or materials that are in accordance with the principles of unity (Tauhid) and the principle of acceptance (Ibahah).
3. In seeking moderate profits despite the threats experienced by many competitors with unhealthy prices in the marketplace, the profit taken was only Rp. 5,000 to Rp. 10,000/product, this is included in the profit principle in sharia marketing.
4. In increasing its regular turnover by providing good quality to consumers there is no element of compulsion to buy the goods, this is in accordance with the principle of willingness in sharia marketing.
5. Receiving complaints or input and replacing if there is damage to goods received by consumers, this is in accordance with the principle of responsibility in sharia marketing.
6. The results of the Matrix analysis respond well to opportunities that exist from outside and avoid threats that come from competitors not to harm other business actors and continue to do business in a healthy manner, this is in accordance with the principles of justice (al-Adl) and the principle of willingness (ar-Ridha).

# CONCLUSION

In this study, the implementation of digital marketing strategies to increase turnover has been well implemented, namely implementing strategies through WhatsApp, Instagram, Facebook, Shopee and TikTok social media. From the results of the IFAS Matrix it produces a score of 2.95 which means it can identify internal factors that are so strong, the EFAS Matrix results produce a score of 3.19 which means it has responded well to existing opportunities and avoided threats that come from competitors and the SWOT Matrix results find strategies in carrying out opportunities in the presence of internal factors, strategies in dealing with threats in the presence of internal factors. The digital marketing that is implemented is in accordance with the principles of sharia marketing and muamalah fiqh Islamic business with evidence of running a business honestly.

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