Critical Analysis of Islamic Digital Marketing as Business Strategy: Study at the Cianjur Grilled Fish Restaurant

May Shinta Retnowati 1, Daud Sukoco 2, Sri Firda Rahmi Aliya Putri 3

1,2,3 Universitas Darussalam Gontor
mayshinta@unida.gontor.ac.id

Abstract: The development of information and communication technology was increasingly. Which can be used as one of the media in efforts to develop business ventures. One form of technological innovation is in the form of promoting products produced through digital marketing strategies by utilizing social media by using Islamic Marketing. The purpose of this study is to find out and analyze the use of digital marketing through social media as marketing strategy at the Cianjur grilled fish restaurant as an effort to develop business at the restaurant. This type of research is using qualitative descriptive analysis approach. The research data is in the form of primary data obtained through interviews with one of the managers at the Cianjur grilled fish restaurant who has used digital marketing to market their products and has succeeded in increasing sales turnover, while secondary data is obtained from journals, books and literature studies related to digital marketing for business people. The conclusion that can be drawn from the results of this study is that the use of digital marketing strategies through social media is very influential on business development in Cianjur grilled fish restaurants, because the application of digital marketing causes businesses to be recognized more quickly by the public so that this becomes one of the factors for business development as a whole fast

Keywords: Digital Marketing; Social Media; Islamic Business

Abstrak: Perkembangan teknologi informasi dan komunikasi semakin meningkat. Yang dapat digunakan sebagai salah satu media dalam upaya mengembangkan usaha bisnis. Salah satu bentuk inovasi teknologi adalah berupa promosi produk yang dihasilkan melalui strategi digital marketing dengan memanfaatkan media sosial dengan menggunakan Islamic Marketing. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis penggunaan digital marketing melalui media sosial sebagai strategi pemasaran di restoran ikan bakar Cianjur sebagai upaya pengembangan bisnis di restoran tersebut. Jenis penelitian ini menggunakan pendekatan analisis deskriptif kualitatif. Data penelitian berupa data primer yang diperoleh melalui wawancara dengan salah satu pengelola di restoran ikan bakar Cianjur yang telah menggunakan digital marketing untuk memasarkan produknya dan berhasil meningkatkan omset penjualan, sedangkan data sekunder diperoleh dari jurnal, buku dan studi literatur terkait digital marketing bagi pelaku bisnis. Kesimpulan yang dapat ditarik dari hasil penelitian ini adalah penggunaan strategi digital marketing melalui media sosial sangat berpengaruh terhadap
perkembangan bisnis di restoran ikan bakar Cianjur, karena penerapan digital marketing menyebabkan bisnis lebih cepat dikenal oleh masyarakat sehingga hal ini menjadi salah satu faktor perkembangan bisnis secara keseluruhan yang cepat

**Kata Kunci:** Digital Marketing; Media Sosial; Bisnis Islam

**INTRODUCTION**

The advancement of the times, commencing with the eras of agricultural technology, industrial technology, information technology, and communication and information technology, has been characterized by technological development on occasion.1 This development has various consequences on people's lives, and each individual has a high interest in using and utilizing it in various forms of life dynamics, one of which is in the economic field.

Indonesia is one of the countries that has the potential to increase its economy through many factors; one of the factors that plays an important role in improving the Islamic economy to improve the Islamic economy so that it can be the choice of society at large, as well as in the activities of micro, medium to giant businesses, the existence of sharia economy is always able to collaborate with their activities. As in activities to optimize revenue through Islamic marketing, has been researched by al Mamun who shows that there are five pillars in the optimization of Islamic marketing such as muslim theory and consumer, ethics and practice, halal logistics, communication, and global strategy, from the study shows that islamic marketing activities are not exempt from responsibility as a form of etiquette Prayer to God.2 Business about a people-based economy that empowering creativity community, like as MSMEs or SMEs. The level of development of MSMEs or SMEs have a good impact toward the economic growth of the community because, in addition to forming jobs for community, the sector MSMEs and SMEs also play a role in increase Indonesians' buying interest

---

to domestic products sold by business people. Then the empowerment of MSMEs and SMEs that is carried out optimally will have a good impact on the development of the business so that it can become a company or large business that has branches in every corner of Indonesia and even the world. However, the digital transition in various aspects, including the economy, has presented a challenge for business actors to overhaul the art of marketing management, which is required to move to follow changes in the dominant expression of economic marketing. Marketing, also called advertising, is a promotional activity carried out to market a product or service. Marketing has become a very mandatory thing to do in order to develop a business, either in terms of business development, increasing product brand awareness in the wider community, or maintaining product quality in the market.

Digital marketing is one of the marketing methods that is widely used to promote products or services and reach consumers using digital channels. The goal of digital marketing is all segments of society, Muslim and non-Muslim. Changes in marketing patterns toward digital marketing carried out by producers provide various benefits in the form of convenience and speed for consumers in meeting various types of daily living needs. The use of digital marketing in business also greatly facilitates interaction between sellers and buyers in transactions. Business people are facilitated in carrying out promotions and services to consumers to meet their various daily needs quickly, easily, and cheaply. On the other hand, consumers will be facilitated in finding information on various products needed both from within and from abroad because the reach

---

of internet technology and digital marketing has a wide reach throughout the world and can be used for 24 non-stop hours.\textsuperscript{8} Various types of platforms with diverse characteristics can be used as an alternative by business people to run a business as a communication medium such as social media. Social media is one of the easiest digital marketing tools to use. The use of social media for online marketing is easier to learn than site creation that requires special skills. This can be a stimulant for the development of entrepreneurship and business continuity. In addition to affordable costs and no need for special skills in carrying out initial initiation, social media is considered capable of interacting directly with potential consumers (engagement).\textsuperscript{9}

The culinary business is one of the businesses that is believed to have quite good prospects in the future, even in difficult conditions. The reason is because humans cannot be separated from these basic needs.\textsuperscript{10} One example of a culinary business that is the choice of the community and easy to find is a restaurant. Entering the restaurant market has resulted in increased competition among restaurants vying for customers. Cianjur Grilled Fish Restaurant, one of the culinary businesses that has been established since 1989 in the Cianjur area, has implemented digital marketing since 2015, using social media to market its products. This is what makes Cianjur Grilled Fish Restaurant still exist in the midst of the community. Based on the background above, the focus of this research is on how to use digital marketing as part of marketing management in business development at the Cianjur Grilled Fish Restaurant. The purpose of this study is to find out and analyze the use of digital marketing using social media at the Cianjur grilled fish restaurant to develop business at the restaurant.

Research Method

This research uses a qualitative method with a descriptive analysis approach, namely, a qualitative approach to understand and describe the meaning of the analysis regulations contained in digital marketing strategies using social media at the Cianjur grilled fish restaurant. Researchers use this methodology to emphasize an important event or phenomenon in the form of an event or phenomenon under study.\(^\text{11}\)

In qualitative detail, it gives space for researchers to explore descriptively related to the phenomenon under study so that a policy is obtained to carry out actions or attitudes. Qualitative research looks at the natural background in real terms, positions humans as research actors, and conducts information analysis inductively, which is more concerned with the process than the results of the research. This research was conducted and has been approved by the researcher and the subject of the study.

The descriptive analysis method is a research method that emphasizes the aspect of deep understanding of an event or activity rather than looking at problems to research common ones.\(^\text{12}\) This research method emphasizes more on qualitative descriptive analysis techniques, namely discussing problems in fact, because the methodology emphasizes that the nature of one problem will be different from the nature of another problem case. The purpose of this research methodology is not a generalization but a deep understanding of the study being studied. Qualitative research serves as a substantive category and hypothesis in qualitative research.

In this study, the primary and secondary data collection techniques were used. In general, researchers find primary and secondary data sources to support the implementation of research. Primary sources were obtained through an interview with one of the managers at the Cianjur grilled fish restaurant who had used

---

\(^{11}\) W. Gulo, *Metodologi Penelitian* (Jakarta: Gramedia Widasarana Indonesia, 2002), 16.

digital marketing to market their products and succeeded in increasing sales, while secondary sources were obtained from journals, books, and literature reviews related to digital marketing for business people.

RESULT AND DISCUSSION
Marketing Strategy through Digital Marketing at Cianjur Grilled Fish Restaurant

Along with the development of business in this digital era, competition and challenges are getting sharper in securing market share. Business actors are required to be able to manage their resources effectively and efficiently so that a business has an advantage in the midst of competition. The Internet is revolutionizing the way business is conducted, and its use is becoming increasingly important to the success of business enterprises. The Internet is becoming such a widespread tool that every company will use it in some way or another in a few years. The use of digital marketing is a form of new innovation that utilizes information and communication technology in marketing products or services. The implementation of this digital marketing strategy is expected to have a good impact on revenue, profits, and non-income, survive in the industry, and be useful for achieving the long-term goals of organizations or business people.

The Ciaunjur Grilled Fish Restaurant is one of the business units that has been established since 1989 in Cianjur, West Java, where the restaurant also won a local cooking competition. Soon, they branched out to the eastern tip of Java in the city of Surabaya in 1994. Being in a different culinary land, it takes a long time for the taste of Sundanese to be felt and enjoyed by the locals. The facilities provided by the Cianjur grilled fish restaurant are in the form of a greenhouse, where several hydroponic vegetables are planted every day, which are then distributed to the outlet of the Cianjur grilled fish restaurant. Then, since 2015, the Cianjur Grilled Fish Restaurant has implemented digital marketing as a marketing management strategy through social media in the form of Facebook, R M.Dang, model pemasaran digital, Februari 2023.
The main purpose of implementing digital marketing is to attract the attention of consumers and get them interested in products marketed by Cianjur grilled fish restaurants.

Then, the large influence of digital marketing through social media on Cianjur grilled fish restaurants can be seen from the high number of followers on each social media account of the Cianjur grilled fish restaurant. Where it can be seen that the number of Instagram followers reaches 36.5K and Facebook reaches 16K. As stated by Merril, who quoted from the research of Chriswardana Bayu Dewa and Lina Ayu Safitri, she mentioned that social media is a potential medium to find consumers and users of products and build a product brand image. Social media is one of the communication systems that has the following functions: (1). As administration; (2). Media listening and learning; (3). Media thinking and planning.

Yuni Tresnawati and Kurniawan Prasetyo said the same thing that social media is an online medium where each user can easily participate in several communication activities and interactions carried out on the social media. The activities carried out by users on social media do not rule out the possibility of exchanging information. Even the marketing carried out can be used to exchange information on social media to inform about the products, services, or brands offered.

Thus, this proves that digital marketing through social media is very influential on business development at the Cianjur grilled fish restaurant. Because

---

15 M.Dang, model pemasaran digital.
of the existence of digital marketing, it is encouraging to promote products so that they are quickly recognized by the wider community

Digital Marketing Strategy Through Social Media Towards Business Development At Cianjur Grilled Fish Restaurant

Information technology is one of the many things needed in the development of business around the world, without exception. Indonesia—we can even call it a basic factor for the development of the business world today. Social media is now considered to be a crucial component of marketing plans, which has caused a paradigm shift in this industry. According to reports, social media marketing has increased throughout the last five years and is expected to continue rising at an exponential rate. Nevertheless, there are still obstacles standing in the way of the effective execution of these new marketing initiatives, even in spite of the organizations’ great promise and desire to embrace social media marketing tactics. Because of this, marketing managers must understand the social media marketing success criteria in order to justify their investment in this field. Then, digital marketing is a form of utilizing information technology to promote a product brand using electronic or digital media that has the potential to reach consumers in a timely, personal, and relevant manner. The use of digital marketing provides new hope for business people to continue to exist and develop following the increasingly sophisticated times.


online-based promotional media benefits businesspeople because the faster a product becomes known in the community, the better. The advantages of utilizing digital marketing for business people include: a) Digital marketing is easily affordable and effective and efficient to get feedback directly through the process of interaction and communication. b) may send messages by email and be in direct contact with advertisements to publish them. With digital marketing, it makes it easier for an organization or group to see firsthand how marketing can run by looking at the level of consumer response. c) Has a wide range which makes it easier for consumers to explore the information needed about the product offered before deciding to buy a product. It was supported that Many social media sites, including Facebook, Instagram, Twitter, and others, are used by businesses for social media marketing. The marketing approach and target audience influence the platforms chosen. looked into the targeting of younger consumers with Snapchat for social media marketing. Snapchat is thought to be the most private, informal, and dynamic medium for information sharing, socializing, and entertainment, according to survey results. According to the study, young consumers appear to have a positive attitude toward Snapchat, which is shown in

Based on an interview with one of the managers of the Cianjur grilled fish restaurant, it is stated that the application of digital marketing in business is very influential on business development. Where promotions carried out through social media make the products offered more quickly known by the wider community. Not only that, the Cianjur Grill maintains product quality by using fresh local ingredients combined into delicious and healthy dishes to maintain and even increase consumer confidence. The consumers who are the target of marketing in


digital marketing are based on the type of product being marketed.\textsuperscript{25} Meanwhile, in running this digital marketing, there are obstacles faced by Cianjur grilled fish restaurants, such as frequent fraud by consumers, fairly fierce competition, and a lack of updates to incoming information. So to overcome these various obstacles, the manager of the Cianjur Grilled Fish Restaurant has formed a special team that plays a role in the implementation of digital marketing so that its implementation can run optimally and effectively.

The existence of digital marketing makes the products that are marketed quickly known to a wider community. This is one of the factors contributing to the rapid development of Cianjur grilled fish restaurant, where its business development can also be seen from the many branches of Cianjur grilled fish restaurants, including 24 branches that have been established in several major cities, namely, Jabodetabek, Surabaya, Sidoarjo, Gresik Malang, Semarang, Yogyakarta, Bali, Batam, and Cianjur.\textsuperscript{26} As explained by Deddy Prihadi and Agnes Dwita in their research, the implementation of promotional strategies through social media will make marketing performance increase. Because with marketing through social media, the message conveyed will spread more quickly in a very short time, so it will indirectly affect the mind of consumers to see the product delivered or sold.\textsuperscript{27} The monthly turnover obtained from a count at each outlet is Rp. 700,000,000 (seven hundred million rupiah) from the 24 outlets, while the average amount of turnover from all outlets is Rp. 30,000,000,000 (thirty billion) per month.\textsuperscript{28} In accordance with the results of this study, the usefulness of digital marketing through social media has a major influence on the business of Cianjur Grilled Fish Restaurant. This can happen because of digital marketing, which makes it easier to promote and market products available at Cianjur grilled fish restaurants.

\textsuperscript{26} M.Dang, model pemasaran digital.
\textsuperscript{28} M.Dang, model pemasaran digital.
This is also strengthened by the research of Mohamad Trio Febriyantoro and Debby Arisandi, which states that some businessmen believe that by promoting through digital channels, their sales will increase; this is influenced by the ease with which consumers can access company information and order products.\(^29\) The utilization of experiential marketing components in a digital environment has several benefits, but retailers must overcome some obstacles when selling products online, such as simulating the sensory effect and product-trial experiences, as with any technology-based feature. Delivering individualized content, high degrees of trust, and continuing novelty. These experiential components are all surmountable, though, and they are all really small. For example, the multimodal experience will probably be resolved by new technological advancements like interactive virtual and augmented reality technology, which offer a new way for customers to engage with the brand and provide businesses with a variety of options to "raise awareness, promote features, and inspire a desire for their suites of goods."\(^30\)

**CONCLUSION**

Based on the presentation of the discussion above, it can be concluded that the application of digital marketing through social media in the implementation of promotions at Cianjur grilled fish restaurants is very important for business development. Where the products that are promoted are easily known by the wider community. This can be proven by the increasing number of followers on each social media account of the Cianjur grilled fish restaurant. Another thing that reveals that digital marketing has an impact on business development is the establishment of branches of Cianjur grilled fish, which now number 24 branches


in several major cities, namely Jabodetabek, Surabaya, Sidoarjo, Gresik, Malang, Semarang, Yogyakarta, Bali, Batam, and Cianjur.

REFERENCE


Jami Pour, Mona, Mahnaz Hosseinzadeh, dan Hannan Amoozad Mahdiraji. “Exploring and evaluating success factors of social media marketing strategy: a multi-dimensional-


