


## Utilization of Digital Marketing by Sharia Economics Students at UIN Raden Intan in Online Business

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ARTICLE INFO	ABSTRACT
<p><b>Article history:</b></p> <p>Received Aug 05, 2023 Revised Aug 18, 2023 Accepted Aug 27, 2023</p> <hr/> <p><b>Keywords:</b></p> <p>Social Media Sharia Economics Digital Marketing</p>	<p>Irresponsible individuals often misuse social media, but for university students, social media is essential, especially for online businesses. Students use derivatives from digital marketing, namely social media, which is supported by various applications for online business purposes. The methodology employed is descriptive qualitative research, and the data sources are primarily gathered through field research and supplemented by observations, interviews, and documentation. The data analysis technique used is qualitative research with a discourse analysis model. Discourse analysis primarily examines the "how" aspect of communication texts or messages. The discourse analysis focuses on analyzing the news text and understanding how the message is conveyed. The utilization of social media, which stems from digital marketing, is predominantly practiced by UIN Raden Intan students engaged in online businesses. They extensively employ social media to advance their business while recognizing the potential risks associated with social media and understanding its various aspects to prevent any detrimental outcomes.</p> <p><i>This is an open access article under the <a href="#">CC BY-NC</a> license.</i></p> 

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### 1. INTRODUCTION

The social media phenomenon is a new industry in the world of marketing where currently there are two types of marketing, namely traditional marketing and digital marketing which use online and offline systems. Social media has now become something that cannot be separated from people's lives, even among students in economic activities. They use social media to increase their income apart from its role as a place to share information. Social media is also a place to do business, online business people say that it is faster to market their products via Instagram and Facebook. With social media, it is easier to describe the goods being marketed. Even now, the rise of social media provides additional facilities for selling via internet networks, such as the marketplace, which is a feature of Facebook that makes the process of selling goods easier and makes it easier to find buyers. Likewise, Instagram provides business accounts, even the WhatsApp application also provides its own business account feature ([Baktiono & Artaya, 2016](#)).

Based on data I found from official sources (Databoks), the results of Wearesocial Hootsuite research released in January 2019. Social media users in Indonesia have reached 150 million or 56% of the total population. The total is up another 20% from the previous survey. Meanwhile, mobile social media users (gadgets) reach 130 million or around 48% of the population. The rapid development of internet and even telephone users is a potential for the national digital economy. As a result, the emergence of various online transportation, even online shops and internet-based online businesses (Katadata.co.id, 2019).

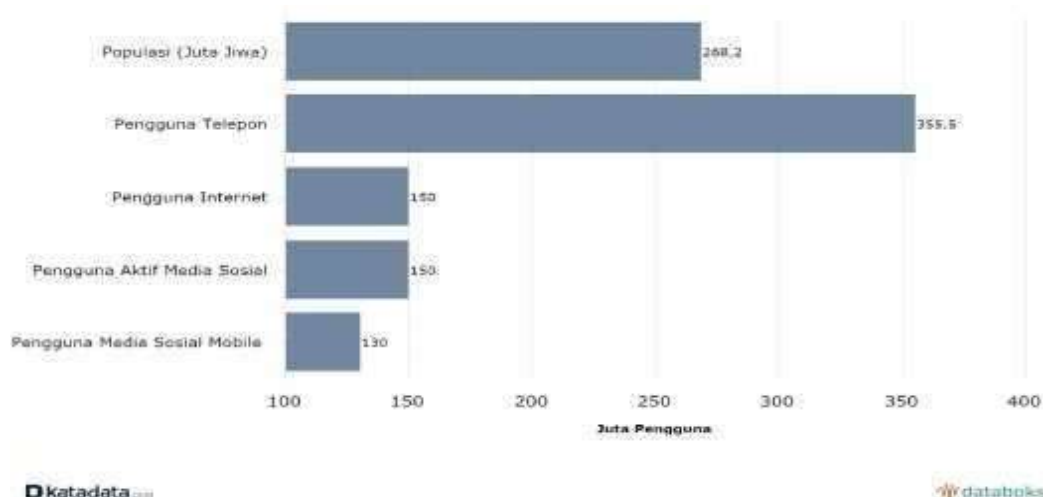


Figure 1. Level of social media users in Indonesia

Students do business online through social media, with social media they think that social media is a very effective place for product promotion because it is easily accessible to anyone, so that the network for promotion can be wider. Social media is an indispensable part for entrepreneurs to do marketing because it is one of the best ways to reach customers. Social media such as Facebook, Instagram and WhatsApp have a number of benefits for online entrepreneurs and are faster than media such as TV commercials and print media, as well as brochures.

In addition, with the existence of social media, business owners can show the identity of their business by displaying products in detail that can attract consumers' purchasing power. Seeing the huge benefits of social media for introducing products/brands/services to customers, according to online entrepreneurs, it is possible that in choosing social media in the process of promoting goods, sometimes detrimental things arise, such as (falsifying accounts and deceiving consumers). Because of that, social media users must be careful about using social media as a promotional medium so they don't suffer losses.

Sometimes social media is used as a place for fraud, bullying and other crimes. It all comes back to each individual how to use social media wisely. Meanwhile, Sudirman, an online business actor, gave feedback on the benefits of social media and is also a producer of banana chips delicacies, revealing his experience with 30 UMKM training participants, dominated by culinary businesses. Sudirta, who is the owner of warkop lavender 741 Perumnas Rampoang, has been selling online for about three months. His banana chips, namely banana chips delicios, have been marketed online. In addition, he also markets other people's products (Lampungpos.com, 2022).

## 2. RESEARCH METHODS

This study uses descriptive qualitative research, namely research that directly takes primary data in the field to solve research problems (Husain & Akbar, 2009). The research method used in this research is a descriptive qualitative method. Primary data in this research was conducted using involving sharia economics study program students as informants on the date 3 to 26 February 2023. Secondary data includes books, internet and journals (Eko, 2015). In this research, the data collection techniques used were observation, interviews and documentation. This research uses qualitative

research with a discourse analysis model. Discourse analysis is more qualitative because it emphasizes the meaning of the text. The basis of discourse analysis is interpretation, because it is part of the interpretive method which relies more on the researcher's interpretation.

### **3. RESULTS AND DISCUSSION**

#### **Utilization of Social Media**

The use of social media is currently always increasing, both in the world of education, health and business, which brings both positive and negative sides. It all depends on who uses it, negative impacts will not occur if we use it well. Nowadays social media cannot be separated from human life, almost everyone uses social media regardless of age. It's just how someone uses social media, whether for information or as a business field for them. As did students at UIN Lampung, they do business through social media. They take advantage of business opportunities in social media, social media is a big opportunity in the process of running their business, when marketing their products. Because their targets or targets use more social media. Promoting products through applications on social media is more effective. We simply describe the goods we sell to make the transaction process with customers easier.

The rise of social media makes students more creative and innovative, they consider innovation to be something that an entrepreneur absolutely must do. If they have innovated, students are confident that the business they are running will be successful. In marketing their products, either through interesting content or texts that describe their products as attractively as possible so that consumers will become their customers. Before starting a business, they instill an attitude of confidence in the business they are running, they don't care about what other people say about bringing down their business.

#### **Digital Marketing**

Digital marketing is a marketing activity using various methods or techniques based on digital media which aims to get consumers. When the development of technology is so fast. The speed of change in daily life requires a businessman to be creative and innovative in carrying out his activities. Product by product changes, methods and ways of doing things also change. Market conditions and ways of marketing products continue to change following technological trends. Under these conditions, it is very important for a student to always innovate and be creative in running his business. It is easier for them to be creative with the emergence of digital marketing.

Based on the results of interviews conducted with students, they stated that with the emergence of digital marketing, everything is easy to do. They expressed the opinion that digital marketing is an application created to make it easier for them to do business. In digital marketing we are taught to create interesting content so that consumers are interested.

#### **Social Media**

##### **1) Transparency (Openness/Honesty)**

The most important thing in business activities is honesty. Business people need an open attitude or honesty in any matter. Allah always commands us to always be honest in trading, this honesty creates sustainability for our business. Interpreting the word honest is very easy but difficult to apply in business, but we must apply it in our business. What's the point of producing a lot of results but hurting someone or harming our consumers or customers? The business world is very tough, therefore we should be smart to win the hearts of consumers. The effect of this honesty will be to form a harmonious relationship with customers, don't hide anything that will harm someone and be honest about product damage. Honesty is a business ethic in Islam and other religions.

Based on the results of interviews conducted with several students, the students instilled business ethics, namely honesty in carrying out any activity both in business, they said that honesty is one of the keys to business success, they said that by being honest we will get good fortune from Allah SWT. Honesty is the main character in their business, without honesty the business will not run smoothly according to them. Many who express honesty are now very rare to find. Honesty has become an expensive thing. Maybe that statement is true, dishonesty has become food for businessmen. Even though they know the result of dishonesty in business will not be a blessing.

Honesty in business is very necessary if we want a business that is increasingly advanced and even blessed by Allah swt. Stop comparing your efforts with others. Forget things that lead you to want to be dishonest, let your honesty impress others.

It's not about the profits you get, it's just a loss. If our potential customers have smelled the lies and lies from our business, then no one will be able to believe in our business. No matter how we try, if we are labeled a fraudulent businessman then consumers and even partners will stay away from us. If that happens, we will experience losses. Don't be tempted by illegal profits that come from dishonesty applied in our business. In fact, the most important thing about these benefits is the trust of potential consumers.

## 2) Communication

Companies currently communicate a lot and even interact between consumers and technology systems. It is now easier to interact via social media which includes several applications. Many ways of communicating with potential consumers continue to develop at lightning speed. Social media presents several features to communicate with consumers. Establishing communication relationships with customers is important. Our success in communicating well with customers leads to success with our business.

Some common ways that our customers can continue to communicate are 1) Customers are not your sales target. Forming good relationships with customers is more important than making them your targets. If the relationship is good, then when they offer any item they will buy it. 2) Master your product. If we don't master the products properly, we may not be able to convey the advantages of our product or even be able to answer potential buyers' questions about our product. Of course this is one of the obstacles to the sales process. Therefore, get to know the product in order to be able to convey excellence in the product which is something that really needs to be said, because of course prospective buyers will buy our products because they want to get benefits with our products. If we don't convey the advantages of the product, it is feared that potential customers will not glance at the products we sell. Therefore, to make it easier to convey the advantages of the product, do it by means of online marketing. Not vilifying other people's products, it is better to emphasize our products and their advantages over other people's products. 3) Communicating with customers does not need to always be selling. Limit your conversation by offering your product. Convey the things that make your customers benefit. A conversation that contains meaning and even provides solutions to them, makes customers trust more and even glance at your product to buy. 4) Make customers as friends. Where friendship is beneficial will get the result of strong trust. When we deal with customers, you should make them friends and friends, who can provide solutions for them. 5) Make yourself a good listener. When you communicate with customers, you have to listen to what they are saying. The customer will convey what he faces and wants. The rest you provide solutions related to their needs. Do not use harsh language, which is something that must be avoided when communicating, if this is done, it will hinder the sales of our products, and even make our products bad among potential customers. Then convey it with hospitality which is the main support to make it easier for us to communicate. 6) But in providing solutions to them, you are not the only person providing solutions to them. They will definitely consider it. Keep up the communication. 7) Maintaining good communication with prospective customers and customers is to provide what you promised at the beginning. Give whatever you have previously promised, if you break your promise to them it will lose their trust and have consequences for your business. 8) Maintaining good communication with potential customers and customers is by providing what you promised at the beginning. Give whatever you have previously promised, if you break your promise to them it will lose their trust and have consequences for your business. 9) Maintaining good communication with prospective customers and customers is to provide what you promised at the beginning. Give whatever you promised before, if you break your promise with them it will lose their trust and the consequences for your business.

In business communication one way to make a profit. Based on the results of interviews conducted with several students, students have the view that good communication is important in the business world, in order to retain their customers. Some of them say that good communication is communication that can keep our consumers to become customers in our business. They divide

the communication into two, namely direct communication and communication through social media, all of them have opinions among them, some give the opinion that communication with customers through social media is easier and faster because there is no need to spend time and energy in describing the goods they buy. sell, they only need to communicate through social media but also need patience in communicating with potential customers, because sometimes potential customers just ask and then don't buy. Some of them also argue that communication through social media is less effective because sometimes potential consumers don't trust the goods we sell without meeting in person, and seeing first hand the goods they want to buy. In today's digital era, we must focus on understanding how our consumers are. We must pay attention to good communication with consumers and always pay attention to the latest communications. The concept to the consumer or commonly known as Consumer is King is not a new thing to hear. because sometimes potential consumers just ask and then don't buy. Some of them also think that communication via social media is less effective because sometimes potential consumers don't believe in the goods we sell without meeting them in person and seeing the goods they want to buy in person. In today's digital era, we must focus on understanding how our consumers are. We must pay attention to good communication methods with consumers and always pay attention to the latest communications. The concept of consumers or what is usually called Consumer is King is not something new to hear. because sometimes potential consumers just ask and then don't buy. Some of them also think that communication via social media is less effective because sometimes potential consumers don't believe in the goods we sell without meeting them in person and seeing the goods they want to buy in person. In today's digital era, we must focus on understanding how our consumers are. We must pay attention to good communication methods with consumers and always pay attention to the latest communications. The concept of consumers or what is usually called Consumer is King is not something new to hear. Some of them also think that communication via social media is less effective because sometimes potential consumers don't believe in the goods we sell without meeting them in person and seeing the goods they want to buy in person. In today's digital era, we must focus on understanding how our consumers are. We must pay attention to good communication with consumers and always pay attention to the latest communications. The concept to the consumer or commonly known as Consumer is King is not a new thing to hear. Some of them also think that communication via social media is less effective because sometimes potential consumers don't believe in the goods we sell without meeting them in person and seeing the goods they want to buy in person. In today's digital era, we must focus on understanding how our consumers are. We must pay attention to good communication methods with consumers and always pay attention to the latest communications. The concept of consumers or what is usually called Consumer is King is not something new to hear. We must pay attention to good communication methods with consumers and always pay attention to the latest communications. The concept of consumers or what is usually called Consumer is King is not something new to hear. We must pay attention to good communication methods with consumers and always pay attention to the latest communications. The concept of consumers or what is usually called Consumer is King is not something new to hear. We must pay attention to good communication methods with consumers and always pay attention to the latest communications. The concept of consumers or what is usually called Consumer is King is not something new to hear.

### **3) Relationship Network (Cooperation)**

Nowadays cooperation is really needed by both micro and macro entrepreneurs, by working together everything will go well. one of them with other entrepreneurs if we have problems in the business world you can cooperate with other entrepreneurs in solving your problems. Someone is ordered to always be open, in this case being open with other people's ideas and sharing knowledge and experiences in the business world.

Relationships also need to be established with customers, establishing good cooperation will bring benefits to our business. The most important thing is trust, as is the way we get other people to trust us, this is also how we seek trust with customers. Therefore, it is a good idea to maintain effective cooperation with other people and customers. Get to know consumers in detail. In building cooperation you have to look for information about your customers, you should look for information related to your customers. For example, how customers behave, what makes customers entertained, or the things they like. So that the relationship between you and your customers is not stiff, even cooperation will continue. And business relationships that have been carried out must be maintained,

To form a successful business, there are many things we need, starting from expertise and good at seeing business opportunities. Besides all that, there are things that we absolutely need, namely a relationship or collaboration, either directly or through social media. Because with the help of other people, the business we run will be achieved more quickly and even reach more people. You can achieve something that you might not expect and would never achieve if you did it alone. This cooperation system is carried out with customers and with other entrepreneurs. Because sometimes potential consumers buy something not seen from the product but because of the seller. Therefore we need to always develop relationships with other people.

Building cooperation will be able to influence the future of our business. If you can collaborate with many other people, your business will grow. But if you are alone, without carrying out business collaborations with other people, then the profits will not be large, unlike if you are good at collaborating.

#### **4) Multiple Opinions**

Social media is a place to sell both goods and services, which requires someone who is always creative and innovative in marketing their products, how they are required to create interesting content so that potential consumers are interested in the content we share. The role of creativity and innovation for product development is very important. Various business successes are due to creativity and innovation in product development. So creativity must be based on forward thinking. What is meant by creativity is creating an idea or a new idea that can produce a product that does not yet exist, and can be used by the community. Meanwhile, what is meant by innovation is providing added value to a product with a new idea that is different from other products. Even though these two things are very closely related, especially in business development. Therefore, innovation and creativity cannot be separated and must be applied in business, this has become a support.

Businesspeople who have creativity are people who can solve various problems they experience by using existing or new problem solving methods. Therefore, business people should be able to develop creativity in order to create innovations that will enable our businesses to continue to exist among the public. A businessman has his own intelligence, because they have a brain which requires them to always think and be able to come up with new ideas.

Based on interviews with students, it can be concluded that students have extraordinary persistence regarding the goals they want to achieve. They create content or text that they think will attract consumer interest through advertising or text that describes what is superior about their product. They also take advantage of the atmosphere in the process of selling their products.

#### **5) The Power of Promotion**

The impact of social media on student businesses is very good, seen from the types of social media they use, such as Facebook, WhatsApp and Instagram. This application has its own advantages and disadvantages. Among these applications, the most frequently used is WhatsApp. However, almost all the applications they use for selling, thanks to social media, also provide benefits for potential buyers because it is easier to get the items they want by searching on social media. Sometimes customers feel satisfied because sellers usually include education in their product descriptions. We also easily understand what customers like, leveraging marketing insights that surpass our competitors. The internet has been present in society for a long time and over time, People have learned how to harness the power of the internet, one of which is social media. When people understand, they then utilize social media more efficiently to benefit their business.

The traders, both micro and macro entrepreneurs, use social media for their business fields, they use social media to promote their sales, the power of promotion on social media has a big influence on people's purchasing power. Now it's no longer difficult to go around selling goods, everything is online. Technological sophistication brings huge benefits to business people. One of them is students, they use social media to promote their products.

As the world of the internet advances, currently many sites are popping up rapidly. One of the sites that is often used nowadays is social media. Social media has become a part of this era, especially for millennials who really enjoy being on social media. So that social media has a great

opportunity as a tool or form of online promotional media for products in business. Wide and even targeted reach, as we now know, many social media users come from all countries. So social media has a very wide reach, not only that, social media can carry out a target to find visitors. For example, we target our products only for men over 25 years of age, then we promote and target at that age. Likewise, budget is one of the factors that we must consider when carrying out promotions. With social media, you can carry out a promotion at no cost, that is, for free as long as you have an internet connection, social media makes it easy to post pictures or descriptions of the products to be sold. Customers now don't have to ask questions about the items being sold, they just read the descriptions of the products provided. However, it must be conveyed well and easily read by customers. namely for free as long as there is an internet connection social media makes it easy to post pictures or descriptions of the products to be sold. Customers now don't have to ask questions about the items being sold, they just read the descriptions of the products provided. However, it must be conveyed well and easily read by customers. that is, it's free as long as you have an internet connection. Social media makes it easy to post pictures or descriptions of the products you want to sell. Customers now don't have to ask questions about the items being sold, they just read the product explanation provided. However, it must be conveyed well and be easy for customers to read.

The development of various media to market products brings benefits to students. Technology that is increasingly advanced and makes it easier for customers to get goods makes businesses a big profit. Moreover, the market place is provided free of charge for sellers. Students take advantage of this moment appropriately so that it brings benefits to their business. Everyone has social media and that makes products easily recognizable at least in the form of existing friendships. For business people, they can use the power of social media to promote their products and services so that many people will recognize and be interested in buying the product and using the service. All thanks to social media with various features. Promotion through social media is carried out by spreading informational or promotional content as well as knowledge that can bring benefits to the market. For example, when we sell baby equipment, the information we share is all kinds of knowledge about babies and procedures for caring for babies or interesting facts about babies.

In this way, potential consumers will be interested in trying the product because they want to have benefits for their health. You need to reach out to the community because social media is a gathering place for many people, even among them who have common interests. The presence of this community will make it a target for business people where later you can carry out promotions that are right on target. So what you need to do is make a promotion using a classy status that has a wide reach if packaged creatively. Creative packaging also affects consumer purchasing power, they will glance at the products you sell.

From interviews with several students, it is known that they use social media to sell, by using social media their profits increase, and it is easier to market their products. It doesn't take a long time, and saves more on transportation costs and rental costs for selling places, they can just stay at home and post their sales on social media, especially now that social media provides additional features that make it easier for students to sell. Especially the presence of a marketplace provided by Facebook for selling via the internet. Technological and environmental changes are currently running very fast. We must be able to adapt to these changes so as not to be left behind in the competition. Therefore, according to the public and even students in this digital era,

Thanks to the emergence of social media, they don't need to meet their potential customers in person, they just need to describe the goods they have on their respective social media. Students recognize the power of social media in the process of promoting goods, they can sell and promote their goods without using a business premises, renting a place, they just have to stay at home. This promotional force requires not too much capital and is even free without using paid advertising. Especially with the help of hashtags that make it easier for potential customers to find items for sale.

Social media is used for promotional events because it has a direct response to its users. Currently, many accounts on social media are used as product marketing. The thing that must be considered is how we get to know customers, the existence of social media facilitates the introduction process to customers. With the current support tools, you can get to know your customers in detail.

Currently, students are using social media as their easy target is social media users, which now have many users. More and more users can increase their business and even expand their business.

Promotion with social media is now a trend in the global era. Business or brand owners have used social media as a medium for promotion or product marketing. Basically, we are aware that social media has changed how consumers carry out transactions or how a company markets a product. The emergence of social media networking sites has created a great opportunity for businesses to market and promote the products they sell. The extraordinary advantages of social media for marketing include as a means of communication with consumers, as a medium for collaboration if there is dissatisfaction with consumers, as a strong promotional medium, and building a brand.

There are many social media that we can use. Advertisements that we could only see in media such as radio, television, newspapers and even magazines have now spread throughout the world of social media. Social media has now become the main thing in marketing products and has been used by many well-known brands in the world. Like Nike and others. In short, social media marketing is a marketing effort that uses social media. The way people search for a product has changed, they just search in the search column and then order the product that suits their wishes

It is said that the online business they run using social media does not require a lot of funds, we only need gadgets. And with a little initial capital, they can immediately run their business. By having a small business since college, we appreciate finance more, because we understand how difficult it is to find money and how valuable the money you get from your own money is. Moreover, nowadays technological sophistication is driving the progress of your business. The most important thing is that the product you are promoting is a product that consumers really want or need, and you need to set the price not too high compared to competitors.

#### 4. CONCLUSION

Based on the results and discussion above, it can be concluded that with the presence of social media, students use social media as a means of selling. Using social media makes it easier to market their products, both goods and services, with the presence of social media they have great opportunities for their business. Social media has 5 aspects that greatly influence business, namely Transparency is an aspect of social media that has the nature of openness, which in the business world is honest in selling, in Islam Allah is a commands his people to be honest in selling, that is Islamic business ethics. Communication, in business we need good communication with potential consumers, because communication can attract customers to trust you more and be more confident in always using the products or services that you have, what is needed is how we convey something with polite words that don't offend the people around us. Networking or collaboration is one of the important things in the business world, collaboration with customers and other entrepreneurs will bring benefits to us and other people. Multi-opinion social media supports its users to present or create various content, both in the form of videos and text, even images in various forms. So it's easy for people to give opinions on many things. The power of promotion by using social media provides strength in the process of promoting goods or services,

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