

Research Article

The Role of Social Media in Product Promotion Efforts Reviewed from an Islamic Economic Perspective

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ABSTRACT

This study examines the role of social media in product promotion strategies from an Islamic economic perspective. In the digital era, social media platforms such as TikTok, Instagram, and Facebook have become essential tools for PT Deles in promoting their products. By leveraging creative content, appealing visuals, and direct interaction with consumers, PT Deles successfully increased sales and expanded brand awareness. Social media also enables the company to build brand identity and establish closer relationships with customers through special offers and discounts. This research employs a qualitative method, with data collection techniques including interviews and observations. The findings show that effectively utilizing social media can strengthen Islamic promotional strategies that prioritize ethical values, transparency, and honesty. Thus, promotional strategies based on Islamic principles can be optimally integrated into digital platforms to achieve positive outcomes.

Keywords: Social media; Product promotion; Islamic economics; PT Deles

1. INTRODUCTION

Islam is a perfect and comprehensive religion that governs all aspects of human life, including the relationship between humans and God (hablum minallah), with fellow human beings (hablum minannas), and with the surrounding environment. Islam provides clear and detailed guidance not only on matters of worship but also on social, economic, and legal affairs. Business transactions such as buying and selling (muamalah) are among the activities that fall under Islamic regulation. This shows that Islam is not merely a spiritual belief system but also a holistic way of life that includes economic principles and practices.

In Islamic teachings, business transactions must be conducted according to sharia (Islamic law). These transactions should avoid elements of deception (gharar), gambling (maysir), and injustice (zulm). Honesty, fairness, mutual consent, and transparency are core values emphasized in every transaction. Therefore, for a Muslim entrepreneur, understanding and applying Islamic economic principles is not just a moral obligation but also a means to attain both worldly success and spiritual blessings. The rapid advancement of information and communication technology—especially the internet—has brought transformative changes across various sectors, including commerce. One of the most significant developments is the emergence of digital marketing as a powerful strategy in promoting products and services. The internet has opened new dimensions in business, offering wide, fast, and efficient outreach. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia reached 221,563,479 by early 2024. This figure represents 79.5 percent of the total population, marking a 1.31 percent increase from the previous year. Such data highlights the immense potential of digital platforms for business expansion and economic development.

In this digital era, social media has become one of the most influential tools in modern marketing strategies. Platforms like Instagram, Facebook, TikTok, and YouTube serve not only as communication channels but also as highly effective marketing arenas. For companies such as PT Deles that aim to grow their sales while adhering to Islamic values, leveraging social media must be done strategically and ethically. An Islamic marketing strategy that emphasizes ethics, honesty, and adherence to sharia principles does not only appeal to Muslim consumers but also builds long-term trust and customer loyalty.

By developing promotional content that is relevant, engaging, and aligned with Islamic values, PT Deles can not only increase brand visibility but also build a strong brand identity grounded in integrity and religious consciousness.

Educational, inspirational, and transparent content can foster consumer trust and attract a market segment that values halal and ethical consumption. In this way, the promotion becomes not just a business tool, but also a medium of da'wah spreading the values of Islam in everyday economic practices. Therefore, integrating digital marketing strategies with Islamic values is essential for contemporary businesses that aim to thrive in both market and moral dimensions. This approach not only contributes to increased product sales but also fosters an ethical and sustainable business ecosystem. Through its Islamic promotional strategies on social media, PT Deles has the potential to become a pioneer of ethical business, providing not just financial profit but also social value and spiritual benefit to the wider community.

2. RESEARCH METHOD

This research is a qualitative field research. Field research procedures that produce descriptive data, which are in the form of written or oral data from people or observed behaviors. Therefore, in this study, every symptom related to the promotion of PT DELES products will be studied thoroughly and in-depth and sought to provide a deep meaning about the phenomenon found. The data sources used in this study include: (1). Primary data Data obtained from the product promotion section of PT DELES. Through procedures and techniques for data collection which can be in the form of interviews and observations. (2). Secondary data Data obtained from libraries, books on promotional strategies, and documents or records related to strategy. Data collection techniques are a systematic way or process in collecting, recording and presenting facts for a specific purpose. This research will use two types of data collection techniques. The two data collection techniques are: interviews, and observations. The interview method is a conversation conducted by two parties, namely the interviewer who asks the question and the interviewee who gives the answer to the question. Interviews were conducted directly with several people in the brand and marketing department. The observation method is a method that is carried out as a systematic observation and recording of the symptoms that appear in the object of research. Observations were made to obtain data on activities at PT DELES in the marketing of Islamic business businesses by directly observing their performance. This is intended so that the research can obtain accurate and factual data regarding Islamic marketing activities at PT DELES. In analyzing data, the author uses qualitative data analysis techniques or uses qualitative descriptive, namely analyzing, describing and summarizing various conditions, from various data collected in the form of interview results or observations about various problems that are researched and occur in the field. It is called Qualitative because the nature of the data collected is qualitative and does not use measurement tools, the main data source in qualitative research is words or actions are determined. Then the data is compiled and then interpretation and conclusions are carried out.

3. RESULTS AND DISCUSSION

PT Deles Karya Sejahtera. Deles is a company engaged in the field of FnB located in Dsn. Krajan 1 RT. 01 PC. 05 Kembiritan Tile, deles standing deles has the advantage of an affordable price of middle to lower so that it is accepted by all people, has a characteristic in Tarik with bamboo so that the taste produced is savory and creamier. Vision Deles has 1000 outlets spread throughout Indonesia with a value of delivering a glass of happiness so that all entities as agents of happiness, the menu and prices offered by Otlet Deles are as follows.



Figure 1. List of menus otlet deles
Source: Otlet deles 2024, Banyuwangi

The role of social media in promotional efforts. The increase in the use of social media significantly contributes positively to sales growth. This can be observed, especially in the role of social media such as TikTok, Facebook and Instagram (IG) which have a positive impact on the performance of PT deles or other beverage establishments. Some of the reasons why social media can be a promotional medium at PT deles include. Creative Product Promotion. TikTok, Facebook and Instagram provide platforms to share creative content such as short videos and interesting photos. PT deles can take advantage of this opportunity to promote their products in an interesting way, arousing consumers' desire to try PT deles products. Interesting Product Visualization. PT deles can keep up with visual trends on TikTok and Instagram by sharing interesting photos and videos showcasing their products. The visualization of these products can increase appeal, triggering the desire of consumers to try the drink.

Interaction with users. Through comments, direct messages, or polls, PT deles can interact directly with users. This helps them understand customer preferences, respond to feedback, and build close relationships with their online community. Special Offers and Discounts. Social media allows PT deles to provide special offers or discounts to their followers. This can be a strong incentive for users to try the drink and provide an additional boost to sales. Communication and Branding. PT deles can build brand identity and communicate directly with customers through social media. By conveying the brand's story and values through this platform, deles can form deeper relationships with customers. This approach can result in customer loyalty and long-term support, given that social media facilitates more personal engagement. Promotion with social media. Social media has become an integral part of everyday life(Alamin and Missouri 2023). From sharing important moments to getting the latest news, social media plays a huge role in the way we communicate. However, what is more important for business people is the great potential of social media as a marketing tool. If you want to increase sales and brand awareness, promotion through social media is a very effective way.

Based on the results of the interviews that have been conducted, it can be known that the promotional strategy implemented by PT DELES is to attract more consumers, namely by utilizing social media. Since there are several advantages that can be utilized in promotional activities, such as in product introductions, promotions can be easily done using videos and songs, and sharing other features. PT DELES assumes that at this time consumers, especially millennials such as students, students, and even adults, are no longer very eager and interested in promotions that are disseminated through print media such as magazines and print catalogs, this is not only very time-consuming and also quite costly. That is one of the reasons for PT DELES to use social media as a media or promotional tool to communicate products and sales activities carried out by PT DELES, where currently social media is a medium that almost everyone has from children to adults PT DELES uses several social media to spread information about its products, Among them: Tiktok.PT DELES chose to use the TikTok social media platform as one of the means of promotion. This decision is based on the view that TikTok has the advantage of disseminating information at a high speed as well as having a wide and effective level of advertising distribution. Currently, PT DELES' TikTok account, with the username @deles.id, has managed to gather 4.9k followers. Through this TikTok platform, PT DELES successfully promotes and introduces its products to the audience effectively.



Figure 2. Profile Tiktok Otlet Deles
Source: Otlet deles 2024, Banyuwangi

Instagram. In addition to TikTok, PT DELES is also active on other social media platforms, especially Instagram. PT DELES' official Instagram account, with the username @Deles special the tarik, is used to convey information related to products, including available promos. Currently, Sedotmen's Instagram account has managed to attract 31.1k followers, expanding the reach of information regarding their products through this platform. Promotional strategies in sales In this study, PT DELES implemented several promotional strategies that have been proven effective, including: (1). Wide Audience Reach. (2). Increase Brand Awareness (3). Direct Interaction with Audience (4). Ability to Utilize Visual Content (5). Advanced Advertising Features (6). Instagram Stories and Reels as Creative Promotional Media



Figure 3. Otlet Deles' instagram profile
Source: Otlet deles 2024, Banyuwangi

Facebook. PT DELES also promotes its products on Facebook Promotion of products or services through Facebook social media is one of the effective ways to reach a wide audience, step by step PT DELES uses Facebook as a promotional effort as a brikut: (1). Create Relevant and Interesting Content (2). Leveraging Facebook Ads (3). Creating Facebook Groups for Communities (4). Utilize Facebook Stories (5). Hold promos and giveaways



Figure 4. Otlet Deles Facebook Profile
Source: Otlet Deles 2024, Banyuwangi

4. CONCLUSIONS

In an effort to promote PT Deles, especially through the TikTok, Instagram, and Facebook platforms. The use of social media has been proven to be effective in increasing sales and brand awareness. PT Deles utilizes creative content, attractive visuals, and direct interaction with users to attract the attention of consumers. Special offers and discounts are also used to drive purchases. Additionally, social media allows companies to build brand identities and establish closer relationships with customers. With the right strategy, such as utilizing the superior features of each platform, PT Deles manages to reach a wider audience and respond well to consumer preferences. Overall, social media is not only a promotional tool, but also a means to build community and ongoing customer loyalty.

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