

OPTIMIZATION OF PRODUCT MARKETING IN SHARIA BANKING THROUGH SOCIAL MEDIA

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Abstract

Islamic banking is a sector that continues to grow in Indonesia, with the aim of providing products and services that comply with sharia principles. Social media is one increasingly well-liked tool Islamic financial institutions use to market their goods. This research aims to explore the potential for optimizing product marketing in sharia banking through social media. This research uses a descriptive analytical method by collecting data through a literature study and analysis of social media content used by Islamic financial institutions in Indonesia. The research results show several problems related to optimizing product marketing in sharia banking via social media, including content incompatibility with sharia principles, credibility of sharia financial institutions, public misunderstanding of sharia banking products, controversy and negative perceptions, as well as consumer protection. To overcome this problem, this research also identifies several strategies that can be used by Islamic financial institutions to optimize product marketing on social media.

Keywords: Marketing, sharia bank, social media

Abstrak

Perbankan syariah merupakan sektor yang terus berkembang di Indonesia, dengan tujuan menyediakan produk dan layanan yang sesuai dengan prinsip-prinsip syariah. Salah satu alat yang semakin populer digunakan oleh lembaga keuangan syariah untuk mempromosikan produk mereka adalah media sosial. Penelitian ini bertujuan untuk mengeksplorasi potensi pengoptimalan pemasaran produk di perbankan syariah melalui media sosial. Penelitian ini menggunakan metode deskriptif analitis dengan mengumpulkan data melalui studi pustaka dan analisis konten media sosial yang digunakan oleh lembaga keuangan syariah di Indonesia. Hasil penelitian menunjukkan beberapa masalah yang terkait dengan pengoptimalan pemasaran produk di perbankan syariah melalui media sosial, termasuk ketidaksesuaian konten dengan prinsip-prinsip syariah, kredibilitas lembaga keuangan syariah, ketidakpahaman masyarakat tentang produk perbankan syariah, kontroversi dan persepsi negatif, serta perlindungan konsumen. Untuk mengatasi masalah ini, penelitian ini juga mengidentifikasi beberapa strategi yang dapat digunakan oleh lembaga keuangan syariah dalam mengoptimalkan pemasaran produk di media sosial.

Kata kunci: Pemasaran, bank syariah, media sosial

Introduction

Social media has become a very effective marketing tool for various types of businesses in this digital era. This is no exception for the banking industry, including Islamic banks that offer sharia products. Islamic banks have the advantage of providing products and services that comply with sharia principles, which attract the majority of Muslim consumers. Indonesia has the largest

Muslim population in the world, with the majority of people identifying themselves as Muslims. In recent years, awareness of Islamic finance has increased among the public.

The Islamic financial market has experienced significant growth in recent years. Islamic banks are increasingly popular and attract the interest of people who want to follow sharia financial principles (Awwalin, 2015). One important aspect of the success of Islamic banks is their ability to market their products and services to potential customers, which has now been made easier by the existence of social media. The incompatibility of marketing methods on social media is one of the problems that occurs. This can happen if the information conveyed via social media is unclear and the products offered do not comply with sharia principles. For example, there are products or services offered through social media that are based on sharia but, in practice, have elements of usury or gharar. (Laduni, 2022)

Through social media, Islamic banks can increase engagement and interaction with their potential customers. The public can provide responses to questions about sharia products or share their experiences directly through comments, private messages, or posts. This creates a stronger bond between the bank and potential customers, thereby building trust and increasing the chances of conversion. More than 3.8 billion people worldwide use the internet, and 2.9 billion people use social media. Developments in social media have given rise to various applications that can be accessed easily, such as websites, WhatsApp, Instagram, Facebook, Twitter, and so on. (Kurniawan, 2019). According to the results of a survey conducted by APJII (Association of Indonesian Internet Service Providers) in 2016, the most visited social media application was Facebook with 71.6 million users, or 54%, and Instagram with 19.9 million users, or 15% (Anwar & Rusmana, 2017). As time goes by, social media applications have increased from 2016 according to APJII to 2019, namely, YouTube reached 88%, WhatsApp reached 83%, Facebook reached 81%, and Instagram reached 80% of users.

Research methods

The type of research used is qualitative research with a descriptive approach. And the author also uses library research, which aims to obtain a clear theory regarding the research carried out by the author in the results of his research, namely by reading several references and noting important things related to the research. (A. Muri, 2016). This model approach is presented by describing the object being studied as it is with qualitative questions. The data collection technique used in this research is literature study, which is a data collection method by reading and comparing literature, most of which comes from journals on the internet and books.

Results and Discussion

According to Rifa'i & Sina (2019), Sharia banking is an important part of economic development. The banking world has quite a large allocation for collecting funds from the public in the form of savings, current accounts, deposits, and the distribution to the public of various types of banking products, which are the driving force in the payment and financial transaction process using basic Sharia principles while always avoiding the practice of usury. Therefore, business activities carried out by sharia financial institutions in carrying out their business activities must be free from elements of Maysir, Gharar, Haram, Usury, and Infidelity, so equality, justice, openness, and also the existence of a partnership pattern will provide benefits for everyone and will also be halal. awake. In Indonesia, along with economic growth and developments in information technology, sharia banking is also growing rapidly (Destya, 2022).

The development of increasingly sophisticated technology means that various elements adapt to existing developments. Each bank makes an effort to provide a variety of products with their own

advantages and a variety of marketing strategy options. Before the digital era in Indonesia, there was a time when sharia banks were in the stage of introducing themselves and providing education to the public about sharia banks by applying sharia principles in the process of their operational activities. At that time, Islamic banks relied on traditional marketing strategies such as advertising, seminars, and outreach (Rusmini et al., 2022). According to David, strategy is the process of formulating, planning, implementing, and evaluating decisions taken to achieve organizational goals. Marketing sharia banking products on social media, such as through advertisements. Advertising is a form of presentation that conveys promotional ideas for goods or services carried out by the sponsor, where the sponsor has an identity oriented towards commercial or non-commercial messages (Abdu Rofiq, 2016).

Advertisements can convey messages either in order to build preference for a product or brand or to educate the public. Apart from advertising, marketing products and services can be done through direct marketing and personal selling. Thanks to the right marketing strategy for each product they have, slowly but surely, sharia banks have succeeded in gaining public trust and have a wide market reach (Fakhrunnaldo, 2022).

In the digital era, Sharia banks in Indonesia are starting to look at and utilize the internet and social media in order to introduce their products and services to the public. With increasingly sophisticated technological advances, Islamic banks in Indonesia have greater opportunities to expand market reach and increase penetration of their products and services, so that Islamic banks have the opportunity to increase the effectiveness and efficiency of their operations and provide the best and most comfortable services for all customers (Awwalin, 2015). This digital marketing strategy includes various types of methods, namely, content marketing through blogs and social media, digital advertising campaigns, and email marketing. Apart from that, Bank Syariah is also developing mobile banking and internet banking applications, which can help make it easier for customers to make banking transactions and access information related to their products and services. Thus, Sharia banks can provide better service and be easily accessible to anyone and anywhere. Collaborating with financial technology (fintech) and e-commerce companies is also an alternative option that Sharia banks can use to expand their market reach and increase penetration of their products and services. This collaboration can be carried out through the use of digital platforms that are popular in Indonesia, such as Gojek, Tokopedia, and Shopee (Wua et al., 2022).

In the digital era, the sharia banking industry is increasingly developing digital banking technology innovations. The aim of this is to attract the interest of potential new customers, namely modern people or millennials, whose almost all activities are carried out through digital technology in particular. Sharia bank product marketing strategies in the digital era are mostly carried out by sharia banks through media platforms such as Twitter, Instagram, Facebook, and TikTok (Rifa'i & Sina, 2019).

Apart from that, there are also personal ones, such as electronic mail (e-mail) and text messages. Therefore, the use of technology and marketing strategies by Islamic banks should be carried out and included in the priority scale of strategies that will be carried out to increase the effectiveness of their marketing and expand market reach. The product marketing strategy includes, first, the content marketing strategy. In the book *Content Marketing* by Rebecca Lieb in the journal *Pertiwi and Gusfa*, content marketing is a marketing strategy that involves producing content that aims to provide information to targets (consumers) that is persuasive about the products being marketed. Persuasion is an invitation by providing good reasons and prospects to convince. This marketing strategy approach is focused on creating and distributing valuable, relevant, and

consistent content in order to attract and retain a clearly defined audience and, overall, to encourage customer action that can generate profits.

Content marketing is a marketing strategy for distributing, planning, and creating interesting content with the aim of attracting the target market and encouraging them to become customers of a company. In content marketing, Islamic banks can create content that is informative, educational, and presented in a unique way so that it can attract the attention of potential customers. This content can be articles, videos, infographics, or images published via blogs and social media. Creating and distributing valuable, relevant, and consistent content is a marketing strategy approach that is focused on attracting and retaining a clearly defined audience and, overall, on encouraging customer action that can generate profits.

It can be said that the aim of content marketing is to provide education to consumers by establishing good and interesting communication with information conveyed through the content so that a relationship is created between producers and consumers, where the creation of this content will influence consumers in making purchases or influence when purchasing decisions are made. A continuous process of educating consumers through valuable and appropriate content is carried out to retain consumers. Therefore, it is necessary to pay attention to how the content is presented, with an approach to what phenomena are currently taking place or are becoming trending topics and the suitability factor between the content and the aims and objectives of the company and its target consumers, coupled with the right time or timing of the content so that consumers pay attention to reading. seeing and hearing can be achieved. To optimize the marketing of products from sharia banking, they can collaborate with fintech and e-commerce to expand their market reach. This collaboration can be carried out by utilizing digital platforms that are popular in Indonesia. These platforms include GoJek, Tokopedia, and Shopee. Collaboration between Islamic banks and fintech and e-commerce is becoming increasingly important in this digital era because more and more people are carrying out transactions online.

Sharia banks have advantages in terms of sharia compliance and product choices that comply with sharia principles, while fintech and e-commerce have technology that can facilitate access and transactions for consumers, which is the reason these parties join so that it will be mutually beneficial. Various technologies and digital platforms have been adopted by Islamic banks in Indonesia to expand market reach to people with various market segments and regions, including those that may not be reached through traditional media, so that they can also increase the effectiveness of their marketing through the use of various social media, mobile applications, banking, internet banking, digital advertising, and content marketing strategies to introduce their products and services to the public. The challenge is that a fast, easy, and safe user experience is very necessary as technology becomes increasingly sophisticated. Islamic banks must ensure that their applications are easy to use and equipped with adequate security features, thereby preventing cheating and fraud.

In this day and age, everyone has a cellphone, which includes social media applications (such as Facebook, Instagram, WhatsApp, YouTube, etc.) and is used almost all the time. Apart from functioning as a communication medium, social media is also used as a means of selling, sharing the latest information, or forming opinions about a product. A number of companies also use social media as a marketing tool, one of which is Bank Syariah, to promote its banking products and services on social media, which is used to attract as many customers as possible so that the funds collected from these customers can be circulated by the bank, which will then be distributed back to the community. need bank assistance.

In general, bank marketing objectives are: *Firstly*, maximizing consumption, or, in other words, facilitating and stimulating consumption, so that it can attract customers to buy products offered by the bank repeatedly. *Second*, maximize consumer satisfaction through various services that customers want. *Third*, maximize choice (product variety) in the sense that the bank provides various types of bank products so that customers have a variety of choices. *Fourth*, maximize the quality of life by providing various conveniences to customers and creating an efficient climate.

Forms of Marketing Strategy:

1. Products

Islamic banking products from Islamic banks in Indonesia can be grouped into three groups:

a) Fund collection products are:

The Wadiah Principle (Wadiah yad amanah and Wadiah yad dhamanah) and the Mudharabah Principle Based on the application, it consists of time savings and time deposits. Meanwhile, based on authority, it consists of Mudharabah mutlaqah, Mudharabah muqayadah on the balance sheet, and Mudharabah muqayadah off the balance sheet.

b) Fund distribution products include:

The principle of buying and selling (mudharabah financing, Bai salam, Bai istisna), the principle of renting (ijarah), and the principle of profit sharing (syirkah).

c) Service products, namely:

Al-hiwalah, Pawn (rahn), Al-qardh, Wakalah, and Kafalah (Awwalin, 2015)

2. Price (Price), Price is the amount of value that consumers must pay to buy or enjoy the goods or services offered.
3. Place and distribution (Place) , Distribution strategy is important in the company's efforts to serve consumers on time and on target. Delays in distribution result in companies losing time and quality of goods, as well as opportunities being taken by competitors. Therefore, companies must have a strategy to reach target markets and carry out different distribution functions.
4. Promotion (Promotion) Promotion is marketing communication, meaning marketing activities that seek to disseminate information, influence, and increase the target market for the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question. There are 5 types of promotional activities, namely: advertising, sales promotion, publicity, personal selling, and people.
5. Process: This process will be a very important part of the development of sharia banking so that it can produce products in the form of services whose processes can run effectively and efficiently. Besides that, they can also be well received by sharia banking customers.
6. Physical Evidence (Physical Evidence): the method and form of service to sharia banking customers is also real evidence, which should be considered as physical evidence for its customers.

According to Awwalin (2015), Sharia bank marketing strategy is a step that must be taken in marketing banking products or services that are shown to increase sales. The increase in sales is oriented towards: 1) product funding (data collection); 2) customer orientation; improving service quality; and 3) increasing fee-based income. Market strategy can be carried out by paying attention to the following aspects: first, namely; *First*, Customers or focus on the Islamic banking segment ,

priority of services and determination of prices for goods and services; *third*, market area preferences, distribution channels, image, and condition of Islamic banking companies. The strategies that can be implemented by sharia banking are: *first*, external communication both in the context of educating sharia principles and the products offered, *creating* efficiency through product innovation and process innovation; *third*, developing sharia culture as an effort towards good corporate governance; *fourth*, offering various sharia banking products and security guarantees.

In marketing, banks have several targets to achieve. To achieve these targets, banks need to: *first*, create products that suit the wants and needs of customers; second, provide more value to the products offered compared to competitors' products; *third*, create products that provide benefits and safety to the product; *fourth*, provide information that customers really need regarding their finances when needed; *fifth*, provide maximum service from prospective customers to customers of the bank concerned; *sixth*, try to attract consumer interest to become bank customers; *seventh*, try to retain old customers and find new customers both in terms of number and quality of customers. Knowing customer needs and desires and the marketing environment that influences them makes it easier for banks to carry out strategies to win customers' hearts. In order to implement this strategy, banks must first carry out competitor analysis. This analysis is carried out to determine competitors' weaknesses and strengths, as well as to look at opportunities and threats that may arise both now and in the future.

Conclusion

Based on the conclusions above, it can be concluded that product marketing in sharia banking via social media needs to be optimized. The aim of this is to attract the interest of potential new customers, namely modern people or millennials, whose almost all their activities are carried out through digital technology in particular. Sharia bank product marketing strategies in the digital era are often carried out by sharia banks through media platforms such as Twitter, Instagram, Facebook, and TikTok. Various technologies and digital platforms have been adopted by Islamic banks in Indonesia to expand market reach to people with various market segments and regions, including those that may not be reached through traditional media, so that they can also increase the effectiveness of their marketing through the use of various social media and mobile applications. banking, internet banking, digital advertising, and content marketing strategies to introduce their products and services to the public.

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