
ANALYSIS OF PROMOTION STRATEGY ON TRADERS' INCOME FROM AN ISLAMIC PERSPECTIVE IN KAMPUNG LAUT TOURISM

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ABSTRACT

This study aims to analyze the promotional strategies implemented by traders in Wisata Kampung Laut and its impact on their income, with reference to the Islamic perspective. The method used is a qualitative approach with in-depth interviews with traders and direct observation at the location. The results of the study indicate that effective promotional strategies, such as the use of social media and collaboration with tourism managers, can increase product visibility and attractiveness. From an Islamic perspective, the importance of honesty in promotion and upholding business ethics is also emphasized, which contributes to consumer trust and the sustainability of traders' income. This study provides recommendations for traders to further integrate Islamic values into their promotional strategies, in order to improve economic welfare while maintaining moral integrity.

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A. INTRODUCTION

Competition in the business world is getting tighter in the current era, especially along with the rapid development of technology and information. This requires business actors to continue to innovate and maximize company performance in order to survive and compete in an increasingly competitive market. Customers are the center of every business activity, so companies must be able to design effective and efficient marketing strategies to attract and retain customers (Windi, P., & Mursid, MC., 2021).

A good marketing strategy will be able to increase competitiveness and business sustainability. In the context of the tourism sector, this becomes increasingly relevant considering that this sector is highly dependent on tourist perceptions and experiences. In line with this, Law Number 10 of 2009 concerning Tourism states that tourism has an important role in meeting the physical, spiritual, and intellectual needs of tourists, as well as contributing to increasing state revenue and community welfare. Therefore, tourism management, including aspects of promotion and marketing, must be carried out professionally and sustainably.

The income earned by a company or business actor is the main indicator of the success and growth of a business. Sari, NA (2019). The greater the income earned, the greater the ability of business actors to finance various operational activities, carry out business expansion, improve the quality of products or services, and contribute to the surrounding environment. In this context, marketing strategies, especially promotions, play an important role in attracting consumer interest and increasing sales volume.

Promotion is one component of the marketing mix that functions as a communication tool between sellers and potential buyers. The main purpose of promotion is to introduce products or services to consumers, increase their understanding of the value offered, and encourage purchasing decisions. Ulus, AA (2013). Forms of promotion can vary, from advertising, personal selling, sales promotion, public relations, to digital marketing which is currently increasingly dominant.

However, in the perspective of Islam, the implementation of promotion must be carried out ethically and in accordance with sharia principles. Islam teaches the importance of honesty, openness, and justice in every economic transaction, including in promotional activities. Promotional practices that are deceptive, contain elements of manipulation, or create a false perception of the products offered are strictly prohibited in Islam. Therefore, Muslim business actors are required not only to pursue material benefits, but also to uphold moral and spiritual values in every business activity.

In Tanjung Jabung Timur Regency, especially in the Kampung Laut tourist destination, the tourism sector has great potential to be developed as a source of income for the local community. This area is known for its natural wealth, beautiful sea views, and unique local culture. Along with the increasing public interest in nature tourism and ecotourism, Kampung Laut has a great opportunity to become one of the leading destinations in Jambi Province.

However, despite its great potential, the development of the tourism sector in Kampung Laut still faces various challenges. One of the main challenges is the low level of promotion carried out by local business actors, especially traders who sell food and drinks in the tourist area. Field observations show that most traders have not utilized social media and other digital platforms optimally as a means of promotion. In fact, in today's digital era, social media has a very important role in reaching consumers more widely and efficiently.

Social media such as Instagram, Facebook, and TikTok, have become very effective promotional tools, especially in the highly visual tourism sector. Andzani, D., Virgin, D., & Setijadi, N. (2024). Content in the form of interesting photos, short videos, customer testimonials, and special offers can easily attract the attention of potential tourists and encourage them to visit the location. In addition, the use of social media also allows two-way interaction between business actors and consumers, which can strengthen relationships and increase customer loyalty.

Traders' lack of skills or understanding of digital promotion strategies is a barrier to increasing their income. In fact, if traders are able to utilize digital technology well, they can increase the visibility of their products and reach a wider market.

Based on this background, this study aims to analyze the promotional strategies implemented by traders in Wisata Kampung Laut and how these strategies affect their income. In addition, this study also considers the Islamic perspective in assessing the ethics and effectiveness of the promotional strategies used. The results of this study are expected to provide real contributions to the development of more effective, fair, and sustainable marketing strategies, as well as provide a positive impact on the welfare of the local community.

With the right, ethical, and modern promotional strategies, traders in Wisata Kampung Laut can not only increase their income, but also contribute to raising the image of the area as a leading tourist destination. Effective promotion will strengthen tourist attractions, increase tourist visits, and ultimately strengthen the local economic sector as a whole (Al Mustaqim, D. (2023).

In closing, it is important to realize that promotion is not just a tool for selling, but also a means to build relationships, create trust, and spread positive values in business. In the context of tourism and the local economy, promotion carried out with the right approach and based on Islamic values will provide long-term benefits, both for business actors and society as a whole. Therefore, efforts to improve promotional competence among local traders should be a priority in a sustainable and inclusive tourism development strategy.

B. METHOD

Research Methods and Types

The type of research used in this study is descriptive research with a qualitative approach. Qualitative research aims to produce descriptive data in the form of written or spoken words from the subjects studied. (Zellatifanny and Mudjiyanto 2018) This approach allows researchers to explore the phenomena and social conditions of the research subjects in detail. This research was conducted using survey and interview methods and observation techniques, so that researchers can obtain an accurate picture of the objects studied based on existing facts and events.

Location and Time of Research

The research was conducted at the Kampung Laut tourist attraction, Kuala Jambi District, East Tanjung Jabung Regency. This location was chosen because it is a famous tourist spot with many visitors and a variety of seafood. The research lasted for three months, from July 2024 to September 2024.

Data Types and Sources

The data source in this study is primary data, obtained directly from informants without intermediaries. Primary data were collected through interviews with traders and visitors around the Kampung Laut tourist area. Every word and action observed was recorded in the form of written notes, audio recordings, and photographs.

Data collection technique

Data collection was carried out using several techniques:

- a. Observation: The process of systematic observation of the behavior of traders and visitors to collect information on promotional strategies implemented in Kampung Laut tourism, Kuala Jambi District, East Tanjung Jabung Regency.
- b. Interview: A meeting to exchange information and ideas through questions and answers. Interviews are divided into informant and respondent, where respondents provide primary data about themselves.
- c. Documentation: A method for collecting written data, photographs, and other relevant information as a complement to data from observations and interviews with sources at the Kampung Laut tourist attraction, Kuala Jambi District, East Tanjung Jabung Regency.

Data Validity Checking Method

The validity of the data is tested through source triangulation and technique triangulation. Source triangulation is done by verifying data from several sources, while technique triangulation is done by using different data collection methods to check the consistency of information.

C. RESULTS AND DISCUSSION

Results

4.1 Table of Sources

No	Name	Informant status	Profession
1	Thunder	Food and Beverage Traders	Be Café Owner
2	Tamrin	Food and Beverage Traders	Owner of Om Café
3	Hafrida	Food and Beverage Traders	Owner of Cafe Sedare
4	Gift	Food and Beverage Traders	Owner of Cafe Shop Tepi Sea
5	Jupri	Food and Beverage Traders	Cafe Kite Owner Sea Village
6	Lily	Cafe Visitors	Student
7	Mona	Cafe Visitors	Housewife
8	Mrs. Heni	Cafe Visitors	Housewife
9	Nurmala	Cafe Visitors	Student
10	Mr. Safril	Cafe Visitors	Fisherman

1. Promotion Strategy in Islamic Perspective

a Tawhid or Piety

1). Promotional Strategies Carried Out

Mrs. Kurnia: "The promotional strategy we use is to emphasize photo spots. Because the majority of women who come must take pictures in cool, beautiful, interesting places. So customers also don't get bored of coming to our cafe, sis."

From the information from the interview with the informant above, they rely on a unique promotional strategy with a focus on interesting photo spots and always updating the theme.

This was stated by the informant as a cafe consumer at Wisata Kampung Laut.

Mona: *"I know about this sea village tour on TikTok, sis, yesterday it went viral, the atmosphere was like a beach. Then I also saw them spilling the place to eat and drink, sis, it's delicious. That's why I came here and it turned out to be a nice, clean and comfortable place. Then there are several cafes that make it interesting, they provide good photo spots, so it's fun to stop by here with friends."*

In doing promotion, the 3 points above are one of the promotional strategy factors that can attract customers to come back. In line with the opinion of Mr. Guntur as the owner of Be Cafe who said that:

Mr. Guntur: "In business, I really pay attention to cleanliness. So I really prioritize cleanliness for the comfort of customers. I don't use promotional media by utilizing technology. However, if I prioritize cleanliness and politeness, it becomes one form of promotional strategy in having a business. So, sir, use it so that visitors want to come to the cafe."

Priority on cleanliness aims to create comfort for customers.

The researcher also conducted an interview with one of the visitors to the cafe at the Kampung Laut tourist attraction who is a student.

Lily: "The thing that makes me happy to go to Kampung Laut is the first thing, the atmosphere is calm, and it's cool when I come here in the afternoon. The business owners here are friendly, and the place to eat is also kept clean. The way they serve is also very polite. So we feel comfortable eating here."

Halal label as one of the promotions to increase income. In the process of this halal label has been done by Mr. Tamrin as the owner of Om Cafe.

Mr. Tamrin: "I am doing the halal label process as one of the promotional strategies to increase revenue in my business. This not only increases customer trust in my products, but also attracts interest from consumers who pay attention to the halalness of the products they consume. With the halal label, I hope to reach a wider market and increase my business revenue through a promotional strategy that focuses on trust and adherence to religious values."

However, the informant believes that what is being sold is indeed a halal product and can be consumed by the Muslim community.

Mrs. Kurnia: "I don't have a halal certificate yet, ma'am, but I know that it's important. However, I am sure that visitors know that the products sold in my cafe are halal, because visitors often eat here. I sell noodles, ma'am, even though there is no official halal label process that I do, my belief that the products sold in this cafe are halal, ma'am, because they are often consumed by visitors can be an important factor in maintaining customer trust. Visitors who feel confident that the food they eat is halal can be a motivation for them to return to the cafe."

From the interview results conveyed by the informant, it can be concluded that Mrs. Kurnia does not yet have an official halal certificate and does not specifically carry out the halal label process as a promotional strategy to increase her income. Customer trust in food and beverage production is very important in the culinary industry. As the interview conducted by the researcher to one of the cafe visitors.

Mrs. Mona: *"The thing that made me interested in visiting this cafe was because I wanted to eat something, then I checked the price to see if it was within my budget, and what was no less important was the cleanliness. I also often asked the owner about what spices they used. But I've tried all the cafes in Kampung Laut, thank God they're all safe, sis."*

Customer satisfaction is also influenced by the availability of information regarding the ingredients used in the menu.

a. Honesty

1). Honesty is the main value in every promotion

Said by Mr. Guntur as a trader at the sea village tourist attraction.

Mr. Guntur: *"In my opinion, honesty is very important in promoting food and drinks in a cafe. By having an honest attitude, the cafe can make consumers trust and be happy. So, the information conveyed must be accurate and true to what it is so that consumers are satisfied and happy to continue coming to the cafe. So, honesty is really the key to building a good relationship with consumers and making the cafe have a good reputation."*

By maintaining an honest attitude in conveying accurate and appropriate information, cafes can build consumer trust, make them happy, and encourage them to keep coming back to the cafe.

2). Honesty and profit in promotional strategies

This was also conveyed by traders at the sea village tourist attraction.

Mrs. Hafidah: "When faced with a situation where I have to choose between honesty and profit in my business promotion strategy, I will carefully consider the core values that I hold. I believe that by consistently conducting business honestly, financial gain will follow as a result of the trust that is built from others."

Honesty is considered a key aspect in implementing promotional strategies in the business he runs. (Adzkiya' 2017). This was also agreed by other informants who have the same profession as traders in the marine village tourism.

Mr. Tamrin: "I'd rather be honest, Miss, when selling. Usually, if you only care about profit in a dishonest way, it will end in losses in your business, Miss, maybe you could go bankrupt because people don't trust you anymore."

Researchers also highlighted that honesty is considered a key aspect in implementing promotional strategies in various businesses.

b. Justice

Labeling affordable prices can be an effective promotional strategy in attracting customer attention (Prasanti et al. 2023). This was also conveyed by the informant as a trader in the marine village tourism.

Mr Jupri: *"We strive to set affordable prices for our customers without sacrificing the quality of the products we offer. So, we make sure that the prices we set provide value for our customers and allow us to still make a decent profit."*

Mr. Kurnia: "In this business, miss, we first calculate the cost of basic ingredients, cooking ingredients are also included in the calculation. So from that cost, we determine how much price we have to set if we sell food and drinks here. But we set the price so that it doesn't go overboard in terms of profit, at most 2 thousand or 5 thousand or so. Moreover, people from Jambi like things that are cheap but delicious, miss, so that's also where our business promotion is cheap and cheerful, so people keep coming here."

This expenditure calculation becomes a reference for setting appropriate prices so that the desired profit can be calculated.

Researchers also conducted interviews with visitors regarding the prices given by traders.

Mona: "If the price we eat here is worth it, sis, according to the menu. It's not that expensive, it's still affordable. I don't regret eating here, sis. I'm even addicted to coming here."

The price is considered affordable and not too expensive, and in line with prices in other places. In addition, the menu served is considered delicious, the service is friendly, and the atmosphere is comfortable.

2. Obstacles that occur during the implementation of the Promotion Strategy

The following are the results of interviews with the cafe owner at the sea village tourist attraction and cafe visitors.

Mr. Guntur: "The main obstacle I faced in promoting the cafe in Kampung Laut was the lack of understanding about social media. I didn't really understand how to use social media properly, so our cafe wasn't very active there. This made the cafe promotion less than optimal, because social media could actually help us reach more people."

The difficulty in managing social media is one of the factors that hinders the growth and popularity of cafes amidst fierce competition.

This was also conveyed by the owner of the Café at the Kampung Laut tourist attraction as follows:

Mrs. Kurnia: *"The obstacle I face in promoting the cafe in Kampung Laut tourism is the quite tight competition with other cafes. Many cafes around here already have regular customers and offer interesting concepts. So, we have to try harder to attract new customers. In addition, keeping the cafe attractive also requires a lot of effort, because we have to always innovate, both in terms of menu and service, in order to compete with others."*

Maintaining the appeal of a cafe also requires a lot of effort, because they have to continue to innovate, both in terms of menu and service, in order to remain competitive amidst the tight competition.

This was also conveyed by one of the cafe owners who was experiencing financial constraints.

In utilizing social media, it is not enough to just know how to operate the social media account. Damayanti, A., Delima, ID, & Suseno, A. (2023). However, the creation of promotional content is also an obstacle for cafe owners in Kampung Laut tourism.

Mr. Jupri: *"The main challenge I face is that I am not very good at creating interesting and creative promotional content. I don't really understand how to take good photos or videos, and how to create content that can attract attention on social media. This makes our cafe promotion less effective and unable to reach many people."*

I conducted interviews with several visitors regarding the facilities that they felt were still lacking at the Kampung Laut tourist cafe.

Mrs. Heni: *"In my opinion, one of the facilities lacking in the Kampung Laut Tourism Cafe is a prayer room. Visitors who want to pray have to walk to the nearest mosque, and that takes quite a bit of time. It would be very helpful if there was a prayer room or a small space provided for worship, so that visitors can more easily perform their prayers."*

Therefore, the presence of a prayer room or small room provided for worship at the cafe location will greatly assist visitors in carrying out their religious obligations.

Mala: *"In my opinion, the security facilities at the Kampung Laut Tourism Cafe need to be improved, especially because of its location close to the water. As a visitor who comes with small children and family."*

The addition of such security elements will provide a greater sense of security for visitors, so they can enjoy the cafe atmosphere without worrying about the potential risk of accidents.

Safril: "Overall, the cleanliness of the dining area and food at the Kampung Laut Tourism Cafe is very good. However, I think the cleanliness of the toilets still needs extra attention."

Maintaining the cleanliness of the toilet will improve the overall visitor experience and create a more pleasant atmosphere.

Discussion

This study has presented and reduced the results of interviews with traders in the sea village tourism related to promotional strategies for income that they have done in an Islamic perspective. Based on the results of the research conducted by the researcher, there are several main principles in conducting promotions that are in accordance with Islamic values, namely:

1. The principle of monotheism or piety.
2. Honesty, the main value in sharia marketing is honesty, which means being ethical, open, and conveying all the truths about the products offered.
3. Justice, the principle of justice emphasizes marketing methods to avoid exploitation of others in promotional activities.

The results of the research that the researcher has presented, about the promotional strategy for the income of traders in the marine village tourism. Will be discussed first before the conclusion is drawn, in the discussion of the results of this study, the researcher uses sub-points contained in the 3 principles of promotional strategies in Islam based on interviews that have been conducted.

1. Promotion Strategy in Islamic Perspective

a. The Principle of Tawhid or Piety

In Islam, the principle of monotheism is the main principle in efforts to promote in an Islamic way. In principle, promotion is carried out by wearing modest clothing, covering the genitals, and maintaining cleanliness. It is forbidden to use false oaths or promises when conducting promotions. In an Islamic perspective, promotional strategies are directed to reflect ethical and moral values explained in religious teachings. Speech, dress, and cleanliness are important things to consider so that visitors are interested in returning.

Based on the results of the study, researchers saw that traders in the sea village tourism have paid attention to aspects of politeness and are very concerned. Cleanliness of the business premises and cutlery is a top priority, by routinely cleaning and maintaining it before opening the business every day. then paying attention to the principle of dressing according to Islamic teachings by covering the genitals, wearing the hijab for women, and wearing neat and clean clothes. Although they do not use technological promotional media, they focus on cleanliness and politeness as an effective promotional strategy to attract visitors.

Then, in the principle of tauhid in addition to cleanliness also pay attention to the halalness of the products sold and used. The results of interviews conducted by researchers with several traders in the sea village tourism said that by carrying out the

halal label process as a promotional strategy, the main goal is to increase customer trust in the product and attract the interest of consumers who pay attention to halalness. This step is expected to expand the market and increase business income through a focus on trust and compliance with Islamic religious values. However, this halal label process has not been fully carried out by some trader in sea village tourism. So they guarantee that the taste is halal for visitors. The above aspects such as cleanliness, politeness in serving and dressing, to trust in halal ingredients are one of the promotional strategies of traders in the sea village tourism. Because visitors often publish the food place to their personal social media accounts and direct information delivery such as word of mouth. This is able to provide traders there with a stable or even increasing income.

b. Principle of Honesty

Honesty is the result of strong belief, a distinctive sign of a believer, even the Prophets. Without honesty, the foundation of religion will be shaky and unstable. Bad impacts will occur if economic actors are involved in lying. Traders who are dishonest in marketing goods and setting prices above their proper value, as well as buyers who are dishonest in negotiating prices, are all real examples of how important honesty is in the economic context. In fact, honesty is placed by Allah as the main characteristic of traders that will lead them to a very noble position before him.(Caniago 2023)The principle of honesty in promotion is an unshakable foundation for building trust and strong relationships between business actors and consumers. By adhering to honesty, promotion will become a transparent and trustworthy medium, making consumers feel appreciated and protected from detrimental manipulative practices.

Based on the results of interviews conducted by researchers with traders and consumers in the sea village tourism, the results can be concluded that honesty in running a business, researchers can conclude that honesty plays a very important role in promoting food and beverages in cafes. In addition, by prioritizing honesty in answering consumer questions about the newness of the food ingredients used, cafe owners demonstrate integrity and commitment to providing the best for consumers. Thus, consumer criticism is considered valuable input to improve the quality of products and services which can ultimately have a positive impact on cafe income.

In honesty, trading becomes a positive aspect to maintain the reputation of the business they run. They assume that if they establish an honest attitude, then they will still have the profit. Prioritizing profit over honesty is something that many people often do in order to get high income. Researchers found that maintaining an honest attitude in business can ensure the sustainability of profits in the long term.

c. Justice

The principle of fairness in promotion underlines the importance of fair and equal treatment of all parties involved, both business actors and consumers. By implementing fairness in promotion, every individual has an equal opportunity to obtain honest and relevant information, and obtain comparable benefits from the promotional offers conveyed.

By ensuring that prices are fair and non-discriminatory, consumers can feel respected and well-served. This principle also ensures that all consumers have equal

access to clear and unambiguous price information. In the process of collecting data related to the price benchmarks for products given by traders in the sea village tourism to consumers, labeling affordable prices can be one of the effective promotional strategies in attracting customer attention. By highlighting affordable prices, a business can attract the interest of consumers who are looking for good value and quality at affordable prices.

2. Obstacles that occur during the implementation of the Promotion Strategy

The results of this study indicate several significant obstacles faced by cafe owners in the Kampung Laut tourist area in conducting promotions.

First, many cafe owners have difficulty in utilizing social media effectively. They feel they do not have adequate skills to manage social media accounts and create engaging promotional content. As a result, their cafes are inactive on these platforms, thus reducing their promotional potential.

Second, the intense competition in Kampung Laut is a big challenge. Many cafes in the area already have a regular customer base and offer interesting concepts. In the context of this intense competition, cafe owners need to work harder to attract new customers. They must continue to innovate in terms of menu and service to stay attractive and relevant in a busy market.

Third, limited funds are also a major obstacle in the promotion and development of cafes. Many cafe owners face challenges in allocating sufficient funds to update their menus, improve their decorations, or add facilities. The high costs of innovation and facility improvements limit their ability to compete with other cafes that have greater resources. This limited funding makes it difficult for them to make the necessary updates to attract new customers and increase the cafe's appeal.

Fourth, creating interesting and creative promotional content is also a problem. Cafe owners feel less skilled in producing quality photos or videos and in creating effective content for social media. This limitation in terms of creativity and skills causes cafe promotions to be less effective and unable to reach a wider audience.

In addition to the perspective of the cafe owner, visitors also provided input on several facilities that were considered lacking. Ibu Heni, for example, highlighted the lack of a prayer room in the cafe area. In addition, the security aspect is also a concern. Toilet cleanliness is also a concern for visitors, as conveyed by Mr. Safril.

From these various obstacles, it can be concluded that cafe promotion in Kampung Laut faces several major challenges, including lack of understanding of social media, intense competition, limited funds, and difficulty in creating attractive promotional content. By overcoming these obstacles, cafes in Kampung Laut can increase their competitiveness and provide a better experience for their customers.

3. Efforts to overcome obstacles

To overcome the promotional obstacles faced by cafe owners in Kampung Laut, several strategic efforts can be made. Through the training, they can learn how to create interesting content, such as taking quality photos and videos, and utilizing the features available on social media platforms to expand the reach of promotions. With a better

understanding of social media, cafe promotions can be more effective and able to attract more customers.

In addition, to face the tight competition, cafe owners need to innovate consistently. Innovation can be done from various aspects, such as updating the menu with new food and beverage variations, improving friendly and fast service, or creating a comfortable and attractive cafe atmosphere for customers.

When it comes to creating promotional content, cafe owners can collaborate with professional photographers or content creators, especially for important promotional campaigns.. In addition, collaborating with local influencers or loyal customers who have influence on social media can also be a strategy to increase the cafe's visibility organically without having to produce all the content yourself.

D. CONCLUSION

So researchers can draw the conclusion that:

1. In the principle of monotheism, by paying attention to cleanliness, politeness in service and in dressing such as covering the aurat, this has a positive impact on visitors. So they feel satisfied when stopping to eat there. So this greatly affects the income of traders through this promotional strategy.
2. In the principle of honesty, traders in the sea village tourism prioritize honesty over profit. They consider everything in selling their products with fresh and new ingredients. This is a good promotional strategy because it prioritizes the quality of the products sold.
3. Although the sea village tourism traders do not use digital technology as a promotional forum, they take advantage of visitors who publish their cafe on visitors' social media accounts and promotion through word of mouth.
4. Based on the principle of fairness, traders in the marine village tourism give prices for their products based on the expenses they incur, but still provide prices that are friendly to consumers' pockets or affordable.

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