

Prosiding; Islamic Digital Marketing Technology New Normal Era against Business Ethic

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Islamic Digital Marketing Technology New Normal Era against Business Ethics: Study on Yen's Delight Coffee and Resto Samarinda

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Abstract. Digitalization has evolved in this day and age in so many fields, including marketing. Especially with the COVID-19 pandemic, digital marketing has become one of the most sought after markets by the general public, including one of the restaurant called by the Yen's Delight Coffee & Resto trademark in the Samarinda area, a restaurant that provides a food variants from various foreign countries and has been Halal certified from MUI. With digital marketing, the restaurant is raised. Apart from the place that has an Islamic nuance, therefore, it makes researchers interested in studying the restaurant in terms of Islamic business ethics. The type of research used in this study is qualitative with a descriptive analytical approach, through interviews, documentation, and observation. The results of the study indicate that both of the products offered or menu variants, ingredients, quality, ethics and service, until the place and facilities have followed the principles of Islamic business ethics.

Keywords: Digital Marketing, Social Media Marketing, New Normal Era, Islamic Economic

1 Introduction

The breakthrough known as "Digital Marketing" is a breakthrough that has become the most 'boomer' in today's society. After all, every business, small to very large, has reaped enormous benefits from using digital marketing. Digital marketing is processed using technological means that are currently evolving. Although it is believed to be inseparable from the possibility of the dangers of technology, the

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good side can be taken from the use of this technology, namely the existence of digital marketing. A successful marketing system developed by creating new breakthroughs in the field of technology, which is useful for attracting more consumers to the developed business.

Although the term “Digital Marketing” was first coined in the 1990s, its use in practice dates back to the mid-1980s when the Soft Ad Group, which is now Channel Net, campaigned for advertisements for car companies. And now, that the concept of “Digital Marketing” became more sophisticated in 2000 and 2010, accompanied by the growth in the ability of devices to access digital media over time which led to the huge growth of this terminology. (Mudaliar & Chava, 2018)

Starting from all of that, the marketing system that used to run traditionally is now a marketing system known as 4.0. (Kotler et al., 2017) Marketing 4.0 is a marketing system that can be found wherever and whenever we are, including very micro-scale businesses (such as those that do not have shops/merchants) to macro-scale ones, all of which can be found anytime and anywhere. Especially in the recent year the government has faced the so-called Covid-19 virus, which has caused all workers or employers to work remotely or at home (work from home/WFH).

Due to the system implemented by the government, the use of the internet continues to increase as a result of work activities over long distances. And this is also an opportunity for business people to increase their business scale into marketing based on digital media or digital marketing.

Digital marketing problems are often encountered by any business community, including a family restaurant with the Yen's Delight Coffee & Resto trademark in Samarinda area, East Kalimantan. This restaurant is one of the most famous restaurants in Samarinda area, because it presents a unique and contemporary feel, as well as a variety of food choices from various countries at affordable costs. Not only the feel of the place is very instagrammable, but also the menu variants have been standardized Halal from the Indonesian Ulema Council (MUI). This restaurant from Samarinda also has a social marketing media account through a Facebook account with the name “Yens Delight Coffee Pastry & Resto”, and an Instagram account with the name “Yens Delight Coffee & Resto (@yens_delight)”, as well as a restaurant website “Yens Delight Coffe Pastry & Resto” with website address: yens-delight-coffe-pastry-resto.business.site, which aims to add more costumers.

The researchers conducted research on the location and brand because researchers wanted to find out more about their business concept through the role of Islamic business ethics. Because, among the reviews of customers who have entered and enjoyed the service of the restaurant, there are at least those who have bad reviews and other than that there are those who review that the restaurant is the best. Even though the availability of the service is in accordance with the norms in Islam. Therefore, the researcher intends to conduct research on the restaurant in order to get answers to the concept of Islamic business ethics.

2 Literature Review

2.1 Digital Social Marketing in Islamic Business Ethics

The definition of marketing according to Philip Kotler is the goal of an organization to stay in touch with its consumers, by reading their needs and wants, and to be able to develop products from these efforts so that they can build communication programs to express organizational goals. (Stokes & The Minds of Quirk, 2013) Before becoming a scientific discipline, marketing as a wise business discipline was not born until the 1950s, at that time marketing activities only played a fundamental role in the success of the first business. In terms of running a good business, you must first analyze some of the market conditions. But there are main things that need to be ensured in running a business, namely:

“If you don't let other people know about your business, your business won't last long.” (Ryan, 2014)

Along with the times, the current business is a business that is accompanied by digital innovation. Digital innovation in the marketing world means innovation that is accompanied by technological intervention in marketing a product or service in order to reach the consumer community in business, such as efforts to use smartphones through social media accounts (Facebook, Instagram, WhatsApp Broadcast, TikTok, and Twitter). Literally, this digital transformation is not entirely related to technology but how business people try to take advantage of it by creating strategies for utilizing technological aspects. (Charlesworth, 2018) The point is that it doesn't mean that by adopting technology, media promotion in the offline world ends, but it can actually increase followers of their business by using online media. This is also in accordance with the statement submitted by an organization for economic cooperation and development or known as the OECD (Organization for Economic Co-Operation and Development), which states that a country will be closer to sustainable prosperity through digital innovation. (Kotler et al., 2017)

However, the challenge for marketers in integrating digital innovation with their business world is what innovations are needed that are most relevant to their organization's needs. (Chaffey & Ellis-Chadwick, 2016) To assess what innovation is more needed with their business method, they can conduct an analysis related to the condition of their consumers. For example, people in an area are more likely to use a Facebook account, so as a businessman you can do media promotions through the Facebook account by posting product photos or live broadcasts through that account.

With the advent of social media, it is actually a "game-changer" in any field, not limited to business. Anyone or any organization will see how big the opportunity from digital technology is to strengthen and sustain their business in the long term. . In exchange, they get what they want. The proof is up to now, with more and more business people using social media, more business people offer a feasible approach to drive more change, in their business processes through various types of applications. (Evans & McKee, 2010) And they also get more profit.

Although it is undeniable, when viewed from the negative side, social media can also be a threat and havoc due to a lack of privacy, or as an object of fraud. But in this article we are not discussing the dark side of using social media. And looking at

it from the good side, the business people who use it will get a drastic level of transparency of their business in society at large. (Heggde & Shainesh, 2018)

On the other hand, digital technology can also benefit consumers in finding what they need or want, in an effort for businesses to provide insight into their products. And business people can also see the potential of their potential customers and competitors by studying their behavior. So, both of them benefit. These efforts cannot be carried out through digital media, which allows business people to communicate directly and automatically with their potential customers. (Smart Insights, 2016)

In order to understand the stable performance of the digital marketing system, a model framework called 5C was created. This 5C model consists of Company Strategy, Customer Experience, Content Creation, Channel Promotion, and Check-back Analysis. (Diamond, 2019) The model will be seen in the image below:

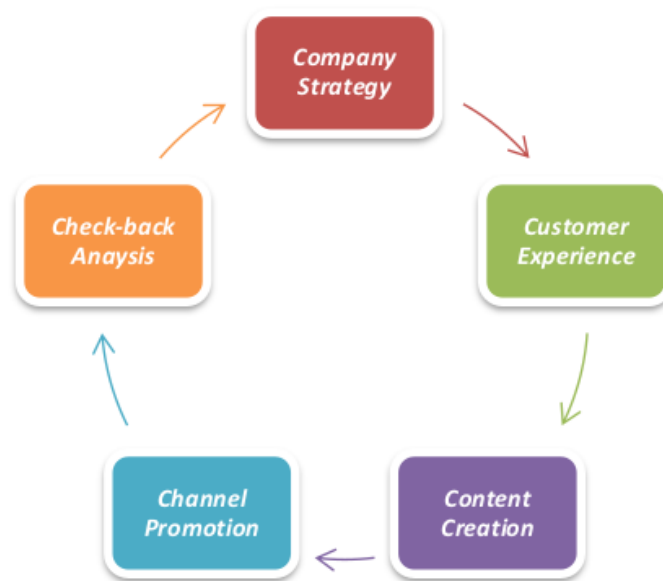


Figure 1. Digital Marketing System Model Framework (5C)

The five models mentioned above are used with the aim of marketing a product to potential customers. Below is a description of the five framework models, including the following:

Determine company strategy/goals (Company Strategy)

The first stage in this model is to create a company strategy and clearly understand the goals to be achieved in the organization. This stage must understand well the brand and business model of each company in order to get the attention of customers. In addition, you also choose what type of campaign/promotion you want to use in running your business. The main key here is how as much as possible to continue to develop a strong offer system so that customers turn around and want to use the services issued by the business.

Uncover customer experience (Customer Experience)

At this stage of the model aims to collect customers in order to analyze the customer's own criteria. The effort that must be made is to group customers into several characteristics of potential customers by investigating several different informations, then developing consumer history by understanding the unique prospects that are most in demand from consumers, and then helping to empower sales by helping the sales team in a business that is run in order to facilitate their work. At this stage, it is also possible to forecast the condition/state of the company through consumers towards products in the product life cycle on a maturity scale.

Create quality content (Content Creation)

At this stage of the model by creating content that aims to attract consumers. Good content is content that goes through several procedures by businesses, namely by knowing the needs/wants of customers, then categorizing content based on each type of customer such as this content for this category's customers, and so on. In terms of content creation, good content is content that is able to provide more information to customers and attract customers. This can be seen from the number of visitors or followers of the company's website. By creating interesting content can attract more customers and can also lower marketing costs. There are so many websites on social media that provide advertising content for free, although some are paid, but in a small business, this free advertising website is the most recommended and can make more profits than the business you run.

Develop promotional channels (Channel Promotion)

At this stage of the model by determining what channels should be used in conducting promotions on social media in order to expand the reach. Businesses can use free promotional media but they can also use paid media. Businesses are also required to create distributable content and add a company email address so customers can clearly see their marketing.

Deploy re-examination analysis/Check-back (Check-back Analysis)

At this stage is a check-back analysis, namely by reviewing the brand value and business model before starting to disseminate content so that it can work well, measuring success or in other words how long the level of business achievement can be achieved. And as a result, he can get optimal results from his business campaign in the form of return on investment (ROI).

A good business is a business that puts forward ethical values. It is clear that these ethical values are the front door in running a business, especially Islamic business ethics. A business without ethics will be considered a bad business or less established, especially the ethics applied is not Islamic business ethics. Indeed, business with ethics will be better, and this will be better or better if what is applied is Islamic business ethics. This is because the surrounding environment, for example, is Indonesia, where the majority of the population is Muslim. A Muslim will tend to choose a quality product and good and clear business origins, especially if the product has a halal certificate. But even though it doesn't have a halal certificate, at least the product consists of ingredients that are allowed by sharia.

Historically, if you look at the choice of ethical systems, these ethical systems vary depending on the values that are believed by their originators. These models of ethics are generally built separately by religion, such as relativism (private

interests), utilitarianism (profit and loss calculations), universalism (obligations), rights, and distributive justice. Among these models are contemporary ethical views, and the ethical model is very different from the ethical model in Islam. Because Islamic ethics emphasizes the relationship between humans and the creator, the concept of Islamic ethics puts more emphasis on fair and balanced values, oneness, free will, responsibility, and virtue. (Hamzah & Hafied, 2014)

Meanwhile, according to Bertens, business ethics is the study of the moral aspects of economic and business activities. According to him, the practice of business ethics is divided into 3 levels, namely the macro level (regarding complex business, business aspects as a whole), the meso/intermediate level (investigating ethical issues within the organization), and the micro level (priorizing individual problems in carrying out business activities). (Darmawati, 2020) If the concept of business ethics is combined with the concept of Islamic ethics, it becomes a moral aspect of economic and business activities that puts forward values such as monotheism, justice, responsibility, virtue, and balance. So, what is called business ethics is a moral judgment in a business environment using clearly defined moral standards, and detailing certain moral guidelines that are in accordance with actual business issues. (Tarigan, 2016)

In other words, the concept of digital social marketing in Islamic business ethics is an effort made by business people in adopting digital aspects in order to get more consumers who cannot be separated from sharia values. These sharia values are the main point/key in running a business concept based on Islamic business ethics.

In the field of business, Islamic business ethics has been based on as seen in the Surah of the Qur'an below, which reads:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ١٦٨

Means:

“O mankind, eat what is lawful and good from what is on the earth, and do not follow the steps of the devil; for verily the devil is a real enemy to you.” (Q.S. Al-Baqarah: 168) (Al-Qur'an Al-Karim dan Terjemahannya, 2013)

The verse above is proof that humans are commanded to consume good things. And the verse above can also explain that humans must run businesses that are in accordance with sharia ethics, namely those that come from halal and good sources. Therefore, even though in marketing a product using various kinds of digital technology, business people are also intended to maintain ethics and sharia values in carrying out their business in the future. By maintaining these efforts, in sha Allah, business, whatever its form will run smoothly and get the pleasure of Allah SWT.

2.2 Description of Research Place

At the beginning of its establishment, the restaurant which is currently named Yen's Delight Coffee & Resto was founded in 2013 with the owner named Yeni Kusuma Wardani. The first time she started the business was only limited to catering services, and gradually began to grow into a sushi restaurant in collaboration with the Zushioda franchise, the restaurant is known by the trademark "Yen's Delight Zushioda". This growth continues to increase due to the owner's liking/interest in

the food & beverage sector and seeing market share opportunities from the people in the city of Samarinda.

In the first year, it immediately attracted a lot of visitors, then in the second year the restaurant cut off its cooperation relationship with the Zushioda franchise, whose original brand was named "Yen's Delight Zushioda" to "Yen's Delight Coffee & Resto". The termination of the cooperation relationship was also the forerunner of the addition of the menu list which previously only provided Japanese food to a variety of cultures such as Asia and Europe.

Yen's Delight Coffee & Resto is a restaurant located on Jalan Ir. H. Juanda number 6, Air Hitam village which provides a variety of foods ranging from Japanese, Western, Chinese, Indonesian, to Pastry (dessert). The interior of the place is also modern and instagrammable as well as affordable costs make this restaurant the most popular among young people today and families. In addition, this place also provides a variety of music from the bands that have been provided. (Trip Advisor, 2020)

This restaurant has been certified halal by the Indonesian Ulema Council (MUI), which can be seen from the way it is made, the ingredients, and the place has followed Islamic (halal) rules, as evidenced by its interior design providing facilities for places of worship to make it easier for visitors to do their activities of the five daily prayers. The opening hours for this restaurant every day are from 10 am to 11 pm except on Fridays. On Fridays this restaurant is open from 4 pm to 11 pm.

3 Research Method

The type of research used in this research is qualitative research with analytical descriptive approach. Qualitative research methods are research that processes, explores, and understands the meaning of individuals or groups by describing ongoing human social problems/phenomena. (Sugiyono, 2015) While the analytical descriptive approach is a research that aims to collect information about the state of a symptom/event that is currently happening, then analyzed and described according to the understanding of the researcher.

This research using qualitative descriptive analytical approach is not part of experimental research, because there is no need for tools to test certain hypotheses, and only describes current or past conditions/conditions regarding an event. (Hikmawati, 2017) The aim is to discover and understand the central phenomenon. (Sugiyono, 2015) An ongoing phenomenon, which until now continues to be used by a restaurant called Yen's Delight Coffee & Resto against its use in digital marketing based on Islamic business ethics.

The subject of this research is digital social marketing, while the object is Islamic business ethics. There are 3 (three) systematic methods used in data collection, namely observation, interviews, and documentation. (Siyoto & Sodik, 2015)

The analytical technique used is the data analysis method of Miles and Huberman. This analysis technique goes through 4 (four) stages starting from collecting data related to case studies such as interviews and theories related to case studies; then reduce the data; then from the data reduction results will be generated

data that can be drawn conclusions; and finally the conclusions are presented in a narrative form called triangulation in order to get an analysis based on getting the right understanding. (Afrizal, 2016)

4 Result & Discussion

The culinary business is a business that never recedes from the business world. It is clear from the increasing number of restaurants, cafes and places to hang-out for teenagers and parents, chatting, to gathering places for family or friends. This situation requires that business people have to look for innovations and strategies with the aim of improving the quality of their business to be more distinctive than others. The presence of competition in the culinary business world which is increasingly dense makes some business people willing to do things that are not in accordance with existing business ethics and norms.

Ethics that are sometimes inappropriate are the manufacture of food products that are not halal, unhygienic, and not suitable for consumption, prices that are too expensive with inappropriate product quality, or a way of doing business that always justifies all means regardless of the interests of others. In the midst of very tight business competition, Yen's Delight Coffee & Resto restaurant does not dampen its intention and enthusiasm to continue to run its culinary business in accordance with Islamic business ethics. The Islamic Business Ethics applied by the Yen's Delight Coffee & Resto restaurant are;

- a. The quality of the product is always hygienic, and healthy. As stated, the quality of Yen's Delight Coffee & Resto products still uses fresh, hygienic, halal, *thoyyib*, and new ingredients. It can be seen from the social media accounts owned by Yen's Delight Coffee & Resto.
- b. The prices offered by Yen's Delight Coffee & Resto are competitive. The price of the food is in accordance with the quality and enjoyment of the dish. So that the suitability and honesty of pricing helps Yen's Delight Coffee & Resto gain more trust from consumers.
- c. Good and maximum service from employees. Friendliness and courtesy are good means of communication from Yen's Delight Coffee & Resto.
- d. Speed and accuracy in service are one of the manifestations of the trustworthiness of Yen's Delight Coffee & Resto.
- e. Interesting promotion. This promotion comes from Yen's Delight Coffee & Resto which is published on its social media, namely a website with the title Yen's Delight Coffee & Resto (URL: yens-delight-coffe-pastry-resto.business.site), *facebook* account (@Yen's Delight), and *instagram* (@Yens Delight Coffee & Resto (@yens_delight)). Viewed from the website, you will find information on the location of the restaurant, opening and closing times, restaurant phone numbers that are useful for ordering places at restaurants, customer reviews, as well as various menus and prices provided. In terms of viewing the products offered, you can see them on the website, but for a more comprehensive view, you can view them through Facebook and Instagram accounts. Because both Facebook and Instagram accounts are special accounts for distributing product content online.

- f. Facilities that meet consumer needs. The existence of WiFi that allows consumers to enjoy food while browsing the internet comfortably or make it easier to do work that is intended online. In addition, the availability of clean and comfortable places of worship can also support customer convenience, with this availability, customers do not have to go anywhere in the midst of activities.

A good business is a business that is blessed by Allah SWT. According to the researcher, the key to success in running a business lies in the ethics applied in the business, which is guided by the efforts of the Prophet Muhammad in running a business in his youth. In managing his business, Rasulullah SAW adheres to 5 (five) factors that characterize his characteristics so that the business brings blessings. These characteristics are role models that can be followed by business people so that the business they do does not deviate from Islamic ethics. These characteristics have also been applied both in terms of the company and in terms of employees of the Yen's Delight Coffee & Resto Samarinda restaurant. Are as follows:

- 1) *Shiddiq*. The honest attitude shown by Yen's Delight Coffee & Resto in running its culinary business includes things like not doubling the price. Price is the sum of costs plus profits. Yen's Delight Coffee & Resto has a varied price range by taking the middle and upper segment. Although the price range is for the upper middle class, this restaurant is never empty of visitors. Because of the many choices of economical packages. The concept of a price that is not too high and not too low has become one of the more values of Yen's Delight Coffee & Resto management strategy. Because apart from a menu that has a high price range, they also provide a cheaper economical package menu with the same quality of food. The honesty that is emphasized here is that the menus are according to the price of each package, without any reduction in the quality of the food. As the Messenger of Allah who always urges that in setting the price of an item it must be adjusted to the value contained in it. This is in accordance with the hadith, which reads:

الْبَيَانُ بِالْجِبَارِ مَا لَمْ يَنْفَرُوا فَإِنْ صَدَقَ وَبَيَّنُّوا بُورِكَ لَهُمَا فِي بَيْعِهِمَا وَإِنْ كَذَبَ وَكَتَمَا مُحِقَّتْ بَرَكَهٌ يَبِيعُهُمَا
(متفق عليه)

Means:

“People who make buying and selling transactions have the right of khiyar (cancelling or continuing the transaction) as long as the two have not separated. If both are honest and open, then both of them will get blessings in buying and selling, but if both are lying and not open, then the blessing of buying and selling between them will be lost.” (Muttafaq ‘alaih)

The hadith above tells us that we must have an honest nature in doing business so as not to harm one party, and also explains that the purpose of doing business is not only to get profit but also blessing. In addition, pricing must also be adjusted to the prices prevailing in the market and in accordance with the prevailing customs in an area. Low prices will not necessarily reduce income, because consumers will buy more often when the price of a product is cheaper than what consumers think. Of course, it must be balanced with the quality of the product.

2) Trust. The responsible and trustworthy attitude displayed by Yen's Delight Coffee & Resto includes things like Accountability. Based on the results of the interview, it can be seen that Yen's Delight Coffee & Resto has a record of its financial transactions. This is intended to find out how much profit or loss it receives in a certain period of time. Accounting is a form of accountability to several parties, namely managers, investors, creditors, government agencies, and *mustahiq*. Accountability is a manifestation of the trustworthiness of the head of the finance department to the owner of Yen's Delight Coffee & Resto. This accountability report is also a benchmark for Yen's Delight Coffee & Resto Boombu Hot Resto in analyzing the business it runs. So it is very important this trait is applied in a business. In addition, Yen's Delight Coffee & Resto provides the best service to consumers, meaning that consumers as kings and consumers are prioritized in creating their needs, by providing appropriate and fast service, smiling, and friendly service. Rasulullah strongly recommends business people to be generous in every transaction, smile and be friendly.

3) Keeping promises in any case is one of the morals of faith, so every business person must have a strong commitment in terms of fulfilling promises. This is because Allah commands Muslims to keep their promises and Allah has mentioned the lucky believers are those who can keep their promises. As the word of Allah SWT., which reads:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا أَوْفُوا بِالْعُقُودِ أُحِلَّتْ لَكُمْ بَيْعَةُ الْآلَتِمْ إِلَّا مَا يُنْتَلَىٰ عَلَيْكُمْ غَيْرَ مُجْبَىٰ الصَّيْدِ وَأَنْتُمْ حُرْمٌ إِنَّ اللَّهَ يَحْكُمُ مَا يُرِيدُ ۝١

Means:

“O you who believe, fulfill those contracts. Animals are lawful for you, except those that are to be read to you. (That is) by not justifying hunting while you are doing Hajj. Verily, Allah sets the laws according to His will.”
(Al-Ma'idah: 1) (Al-Qur'an Al-Karim dan Terjemahannya, 2013)

The nature of keeping promises is also carried out when consumers who order only have to wait for a fairly short time, namely a maximum of 15 minutes. As well as for inter-orders that prioritizes accuracy and speed of delivery. These are some of the things that keep customers loyal to Yen's Delight Coffee & Resto.

4) *Tabligh* (argumentative and communicative). The communicative and argumentative presentations presented by Yen's Delight Coffee & Resto include the following: Business communication from the interview results, the researcher can conclude that in communicating with consumers and business partners, Yen's Delight Coffee & Resto uses polite, gentle language, says thank you, and promote good manners. Rasulullah SAW gave an example to humans, especially business people to hold their tongue. The Prophet only spoke when needed, did not like to tell stories, let alone gossip about other people. There are three things left by the Prophet that must be followed by business people, namely *riya'*, talking a lot and talking about things that are not necessary. In

addition to holding back the tongue, the Prophet also kept the tongue from speaking badly, rudely and using a high tone. (Prihadi, 2012) Communication that is used, both verbal and non-verbal, the most important thing that must be remembered by business people is communication using polite language and not hurting consumers' hearts. Besides that, speaking in a language that is easy to understand and can be accepted by reason should also be a concern for business people. Muslim businessmen should be able to imitate the spiritual intelligence possessed by the Prophet. Spiritualization in the style of the Prophet Muhammad, namely starting a business with basmallah and ending with hamdalah. (Rivai, 2016) Giving charity, every month Yen's Delight Coffee & Resto always gives charity to the orphanage. Employees are required to perform the obligatory prayers on time, and always pray to Allah. Thus, it can be concluded that all staff of Yen's Delight Coffee & Resto have spiritual intelligence even though they are not as perfect as Rasulullah. With the spiritual intelligence possessed, the staff of Yen's Delight Coffee & Resto will feel peace of mind and every behavior will be protected from things that deviate from Islamic teachings.

- 5) *Syaja'ah* (Brave). The last trait that must be possessed by a businessman is *syaja'ah* or courage, in the sense of being brave because of the truth. It means being brave in conveying/doing to the public that the business being run is good for consumption and avoids things that are haram. Apart from being brave, the owners and employees of Yen's Delight Coffee & Resto always have a high work ethic and work hard in running their business. Worship must be lived with sincerity and honesty. Work is a necessity and can educate a person to be independent. Work is an effort to provide benefits for others.

5 Conclusion

A good business is a business that is blessed by Allah SWT. In terms of running a restaurant business under the name Yen's Delight Coffee & Resto, it always puts forward the principles of Islamic business ethics. Namely by prioritizing halal and hygienic products, competitive prices, good service, the facilities provided are also based on Islamic ethics, as well as attractive promotions that do not harm other competitors. In addition, in running a business, the restaurant provides services that are in accordance with the attitude of the Messenger of Allah, namely being honest, trustworthy, *tabligh*, keeping promises in this case not making consumers wait too long, and *syaja'ah* which means the employees have a high work ethic. This position is very suitable because Yen's Delight Coffee & Resto restaurant already has Halal standard from MUI as stated in their menu book. Therefore, from the research findings above, the researcher concludes that the restaurant is in accordance with the review of Islamic business ethics both on an offline and online scale.

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