

## SHARIA MARKETING STRATEGY IN HALAL FASHION RETAIL (STUDY ON NIBRA'S HOUSE SECANG, MAGELANG)

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**ABSTRAK:** Pemasaran adalah suatu hal yang harus dilakukan setiap perusahaan dengan menggunakan sistem promosi. Hal utama dalam pemasaran adalah membuat pesan yang persuasif yang efektif untuk menarik perhatian konsumen namun tetap berdasarkan syariah Islam. Berdasarkan fakta tersebut, saat ini media sosial tidak hanya digunakan sebagai sarana pemuas kebutuhan hiburan saja, tetapi juga sebagai media sosial yang mempunyai peluang besar untuk melakukan kegiatan bisnis, menyusul kesuksesannya sebagai jejaring sosial yang diminati oleh pengguna. Nibra's House Secang merupakan Retail dari Fashion Halal. Bisnis Halal merupakan bentuk permintaan dari pasar yang menasar para mayoritas penduduk di wilayah Magelang. Tujuan penelitian ini adalah untuk mengetahui kegiatan promosi apa saja yang dilakukan oleh Nibra's House Secang dalam akun media sosial, mengetahui faktor-faktor apa yang membuat aplikasi tersebut dipilih sebagai media promosi yang aktif. Hasil dari bahasan ini menunjukkan bahwa Nibra's House Secang melakukan pemanfaatan media digital sebagai strategi pemasaran dengan baik, dilihat dari kegiatan pemasaran dan kriteria gambar busana yang dilakukan sangat beragam dan juga dapat memanfaatkan berbagai fitur yang tersedia..

**Kata kunci:** Pemasaran; Ritel Halal; Media Sosial

**ABSTRACT:** Marketing is something that every company must do by using a promotion system. The main thing in marketing is to create a persuasive message that is effective to attract the attention of consumers but still based on Islamic sharia. Based on these facts, currently social media is not only used as a means of satisfying entertainment needs, but also as social media that has great opportunities to carry out business activities, following its success as a social network that is in demand by users. Nibra's House Secang is a Retail of Halal Fashion. Halal business is a form of demand from the market that targets the majority of the population in the Magelang area. The purpose of this study is to find out what promotional activities are carried out by Nibra's House Secang in social media accounts, find out what factors make the application chosen as an active promotional media. The results of this discussion show that Nibra's House Secang makes good use of digital media as a marketing strategy, judging from the marketing activities and fashion image criteria that are carried out very diverse and can also take advantage of various available features.

**Keywords:** Marketing; Halal Retail; Social Media

### 1. INTRODUCTION

In today's time, it has changed all existing systems, both input and output. One of the familiar mistakes is in the world of online commerce, or what we often call online shops. In this era of increasingly advanced globalization, it is possible to change the perspective of each producer and consumer in meeting their needs (Arjo, 2022; Mifta, 2015, p. 16) The rapid development of technology has taken over the business realm to improve and seek innovation to form the latest marketing strategy in the use of social media which is now universal (Adiputra, 2015; Amalia, 2023). By remaining based on sharia, business people, especially in the field of marketing, began to protest in various

ways to grow consumer attraction. It is clear with the products that are popular among adolescent women to adults, namely Muslim women's fashion.(Khan, 2022).

It can be seen clearly about healthy competition between business marketers starting in the process of production, packaging, distribution or marketing in the domestic and even foreign arena(Idil, 2017, p. 137) The many opportunities with the advancement of halal business can make to advance their business profits by using good marketing strategy.(Retnowati et al., 2023) It is none other than and not only with many considerations from all corners to ensure the amount of profit and the level of marketing speed when there are many traders by excelling their respective products demand of market. As in terms of choosing basic materials for clothing, one thing is very basic and has a big impact on the sales process.(Adenan et al., 2024) The basic ingredients of the product have superior criteria with a high formula and are on the rise in this new era or even ordinary products

Islamic business is becoming more and more popular. The main reason for this is the widespread disapproval among the Muslim majority in society to use and modify products.(Hasan, 2019) The term "halal fashion business" refers to a fashion industry that must adhere to Islamic law and respect Muslim customs while not violating any laws. A strategy for the fashion industry that adheres to Islamic law must take into account the principles of marketing syariah. This refers to conducting business by implementing any type of regulation that aligns with Islamic law. Noting the need of syariah marketing in a halal fashion business Any halal business in the fashion industry, such as retail businesses like Nibras, is part of a strategy for expanding halal business that distributors support. Therefore, the purpose of this study is to understand how to apply business strategy to increase sales in accordance with Nibras House Secang's syariah marketing objectives. Separately, this is a form of business planning that will make them more competitive and grow significantly, especially if the government's support in the form of laws and regulations is provided in a way that will significantly reduce growth

## **2. METHOD**

The object of the research is the focus of the problem to be researched. The object of this study is the use of Instagram social media as a promotional media carried out by Nibra's House Secang Branch, Magelang Regency. The Instagram account owned is @nibrashousesecang with the number of followers reaching 745.(Admin, personal communication, 2024) In this study, a constructivist paradigm is used, because the researcher wants to know what promotional activities are carried out in Nibra's House Instagram Secang Branch, Magelang Regency and what reasons make Instagram and WhatsApp used as active promotional media. The purpose of the constructivism paradigm is to gain understanding, reconstruction gives birth to a qualitative research model that seeks to find a deep understanding of the meaning of individuals and society(Farida, 2014). Descriptive qualitative is used as a method in this study which is a fact-finding by collecting data in the form of words, pictures, not numbers. The analysis carried out in this study uses a deductively described data description so that the results of the study can be measured as it should be.

## **3. RESULT AND DISCUSSION**

### **3.1 Efforts to Identify Sharia Marketing in Halal Retail**

The establishment of the Nibra's House agency is a new opportunity in the world of retail business. The retail brought by nibras is moving on the style of Muslim clothing marketed in Muslim-majority areas, this is because it assesses the market needs of the majority of the Muslim community.(Admin, personal communication, 2024) This retail

business entrepreneur initially pioneered and developed this Muslim clothing retail business seeing the many resellers of Nibras products who were successful. Because the clothing products have elegant characteristics and always provide the latest innovations for customers at every moment. So that Nibras products are trusted among the community.(Maulidah, 2023) Meanwhile, the success of nibras manufacturers is not only the quality of their products that are good and trusted by the public, but also the role of resellers who open retail businesses, in particular, must also have good marketing skills, such as how to be special to be able to attract the attention of consumers in the midst of many Nibra's House agents spread throughout the archipelago. It is none other than increasing innovation in the form of marketing both online and offline.

In the marketing strategy, the first step taken by entrepreneurs is to understand the points of disadvantage and weakness in the world of marketing, especially the integrity of goods to the hands of consumers, such as good and neat packaging so that it can minimize the level of damage to goods, through this the consumer will be satisfied and expected to repeat the order.(WINDA, 2022) In addition, there are also many problems that will arise, which can be identified as follows:

1. Getting to know the target market and expanding partners  
This is done with the aim that we can get acquainted with our targets, so that we can get object commodities that support success in marketing the products we have. Thus, our focal point becomes clearer on the object shot with various kinds of demand and supply.(Retnowati et al., 2023) Indirectly, we will have a marketing target that is spurred and can estimate the many risks in building the business world in the future.
2. Understand the current competitive conditions in depth  
One of the main factors of success in building a business is understanding the schemes and theories of competition in the outside world regarding the products we will develop.(Hadi & Zakiah, 2021) From an early understanding of the flow and types of business competition that are increasingly colorful, it will make the long-term direction of the direction that we will achieve in the future, make the performance of the business or company more useful and inventive, be able to take formulas or decisions in a business and combine business strategies
3. Expanding the level of sensitivity and service to the needs of a homogeneous community.  
Providing excellent service is a form of our ethics as producers in order to get new consumers fiber to give satisfaction to consumers. Business ethics is something that should not be looked at next to each other, because by realizing ethics in doing business, it will create a conducive and professional atmosphere and create mutual respect between producers and consumers.(May Shinta Retnowati, 2024) In addition, we as producers will have a commitment from time to time to be able to give trust to businesses, customers, and even the community in general
4. Collaborate, and associate high market potential  
As we know that market potential or what is often known as market potential is a population that is interested in products or services offered by an organization, or in another sense, the potential ability to produce income in order to make a profit in the modern business world.(Silalahi, 2023) After knowing the magnitude of the existing market potential, encourage producers to be able to analyze benchmarks or an overview of marketing targets that will later develop to increase the position or position of the product in each period. Doing business travel is not as smooth as we expect, in analyzing business opportunities and all the risks obtained, it is necessary to arrange schemes and plans so that new ideas of our products will be open and accepted by the public.
5. Strengthen branding with early promotion

Brand or product recognition is one thing that is no less important in doing business, because it can make it easier for consumers to recognize and distinguish our products from competitors. In manifesting this, the Nibra's House Secang Branch agent processes a combination of modern local products. This is aimed at building a competitive, strong brand, and highlighting the brand compared to competitors who are under the auspices of one local product

### **3.2 Sharia Marketing Strategy for Halal Retail Nibra's House Secang Magelang**

Marketing is a form of activity in business or trying to complete primary and secondary needs through various series in it in accordance with that, it is also one of the roles of halal retail that markets halal products from producers to consumers. Entering today's era, many retail businesses with many strategies and innovations are increasing, this is seen in the increasingly complex market competition but halal retail must also use healthy and sharia business competitors (Amien, 2020). Thus, the better the level of healthy business competition, the higher the competitors who are in the retail business optimally in order to get rational profits that are contributive. This level of marketing is in the sense of intersecting for producers while still deceiving the procession that is in accordance with the law to promote healthy competition without causing losses from any party, because the purpose of sharia marketing using a conducive sharia strategy is to get the maximum profit by winning the benefits of the people of the world until the hereafter. (Aryani, 2021; Nurcholifah, 2014)

Consumers will investigate the products they will be interested in. The Nibras House Secang has a halal, continuous, and realistic sharia marketing strategy for the sake of achieving consumer satisfaction. In order to realize satisfaction for all consumers, both old and new consumers, there are several points that must be underlined for every businessman or retail entrepreneur such as Nibras House Secang that should be maintained for the sake of the integrity of the product value by consumers. The application of sharia marketing strategies to the products marketed by the Nibra's House agent Secang Magelang Branch has been consistently implemented for the past two years and has yielded results that have won the title of "Implementation of the Most Product Marketing" which was raised in one of the MURI (Indonesia World Record Museum) records in the history of the Nibra's Group throughout the archipelago (Admin, personal communication, 2024). In the embodiment of product marketing, this retail entrepreneur strives to understand several things related to products aimed at consumers, including:

1. Utilization of Soft Selling Maneuvers and Research

The presence of the role of digitalization today greatly affects the sharia marketing system which gives rise to various methods with a fierce and continuous level of competition. The use of soft selling utility is an advertising and sales approach that finds a focal point at the communicative level through the use of persuasive and casual language as well as clear elemental, so that it does not give rise to gaharar elements, (Arifin, 2022; Idil, 2017, p. 89) namely producers can subtly and non-aggressively invite consumers and the general public to promote products for a relatively long period of time. In contrast to the hard selling technique, where producers will persuade consumers as much as possible to attract the interest of customers or consumers in a short period of time without any ratio or form of further consideration. (Rosmaya et al., 2022) The use of soft selling tricks is superior and beneficial to all parties, because it can strengthen product defense, and greatly consider the level of product comfort.

In this case, retail entrepreneurs emphasize a significant way to get customers, namely by implementing the use of keywords which contain elements of inviting, educating, introducing, and inviting consumers to come to the restaurant or visit their digital marketing, not just a sentence or call in the form of an invitation to

buy a product, let alone a promotion. In this position, the position of the producer greatly affects the movement of consumers to visit our stalls, producers invite potential consumers to see the brands displayed while providing special things from the brands we have.(Burhanuddin, 2020) Generally, promotions carried out by companies must be based on the following objectives:

- a. Behavior modification. The market is a meeting place where people want to carry out exchange activities, the people consist of various kinds of behaviors. Likewise their opinion about a good or service, their interest, desire, encouragement, and loyalty to the goods and services. Therefore, the purpose of promotion is to change the behavior and opinions of an individual, from those who originally did not accept a product, to make them loyal to the product.(Nur, 2022)
  - b. Providing Information. Promotional activities are aimed at informing the intended consumers about a product. Such information as price, quality, buyer requirements, product usability, privileges, and others(Kurniawati, 2015).
  - c. Reminder. This reminder promotion is carried out to maintain the product brand in the hearts of the public. This promotion is carried out during the maturity stage of the product life cycle.
2. Use of *Tongsis* (Free Cut)
- The application of the free cutting system or often called a *tongsis* has long been used in the Nibra's agent trading system. In addition to being a customer, consumers are also presented to be customers who can advance special requests to the agent to dominate Muslim women's clothing with the will of consumers. As often happens, there are consumers who find their Muslim clothes too long, while the consumer stays clean and hard to continue the transaction of Muslim women's clothing.(Admin, personal communication, 2024) Happily, the agent offered a *tongsis* system to be able to solve the problem without any charges. This system is called the dominance of fashion by the consumers themselves because consumers can submit a request to the agent to be able to add their own impression to the Muslim women's clothing they like
3. Product Publicity in Certain Events and Programs
- From various existing methods, the agent of Nibra's House Secang Magelang Branch took action to publicize the product by taking advantage of several special events to increase public interest in product renewal. The agent wants to come up with new innovations which make this Muslim women's clothing present in people's lives as users. Consumers should take action to find things according to their needs or what they want But in this case, the producer takes action one step ahead of the consumer. "*There is a solution before the problem comes*" with the slogan above proves that the agent presents something that is the need of Muslim women in Indonesia and even abroad. There has been a solution before there are problems related to the lives of Muslim women The use of the production of a good in business is the main solution for a businessman to be able to develop and introduce his latest brand to the general public. This is really applied by agents in several ways as follows:(Admin, personal communication, 2024)
- a. Special promo edition ahead of the fasting month of Ramadan and ahead of Eid
  - b. In the context of the anniversary or anniversary of Nibra's House Secang Magelang Branch
  - c. Bazaar exhibitions that fall on Islamic holidays, such as Hijri New Year, Eid al-Fitr, Eid al-Adha, Isra' Mi'raj, Birthday of the Prophet Muhammad SAW.

- d. Minimum product purchase of IDR 500,000.00 for all Nibra's Collection products. After the consumer makes a payment transaction, the consumer is welcome to pick up a special coupon for Nibra's Collection in the form of a special identity card. Consumers only need to fill in the biodata listed in the coupon and the biodata will be stored in the special customer data. Coupons will be drawn when the anniversary of the Nibra's House agent Secang Magelang Branch falls on March 27, 2024

In addition to applying the promo system above, the agent also pays attention to the potential of modern competitiveness by considering things such as the following:

- a. Understand the problems that are widely found in the business market.
- b. After knowing the point of the existing problem, we must know the cause of the occurrence and then overcome the issue. Don't be too racing that there are many more active people out there than we are.
- c. Stay active in joining business forums. Communication between manufacturers is very important in an effort to balance the progress of our products with other agents. This effort was made to remind the owner that the original intention of trading was for worship in the field of muamalah for the benefit of the people of the world and the hereafter, namely to support consumer satisfaction with our products and remain in accordance with Islamic law
- d. Seeking other innovations to reduce problems in the business market, especially in the world of online marketing. The owner is trying to change the marketing of the product by updating the fashion photos to look vivid and real. In its marketing, Nibra's House must include a catalog of its models along with various sizes of clothes
- e. The manufacturer disseminates the product samples according to the pictures reported by the center. There is nothing wrong when we are creative and innovative in product marketing, namely by using self-modified portraits to be disseminated. With a special purpose, it is hoped that by using portraits that are designed to look natural so that consumers can see the size of the fashion in reality according to the suitability of the model's body.(Nurmuizz, n.d.) In order to prevent fraud against the product in the picture with the original product. By without sacrificing the honor to bring down the other party because it returns to the original intention in the world of the sharia business market, namely to satisfy consumers but still have Islamic nuances, both the marketing strategy and the benefits of the product itself.
- f. Trying to conceptualize the image as desired without changing the quality of the product's authenticity. The owner takes a strategy by preparing the subject and object of the photo. This method is done without spending so much budget, by paying attention to the harmony of colors and fashion motifs with the chosen photo spot. Here is an example of the steps from the explanation above:
  - 1) Plain patterned clothing is suitable for shooting in grassland areas, pine forests, and the like.
  - 2) Crowded patterned clothing is suitable for being photographed in spots that look quiet, such as highways.
  - 3) In taking photos, several important parts are needed to inform consumers about the product with some things that need to be considered below:
    - a) Free shooting (the fashion looks the whole thing)

- b) Back portrait
- c) Portrait of the most special part, especially for several fashion models that have unique patterns and models, we can shoot in detail (zoom) to make it look significant. After collecting what the owner wants to modify next, namely the photo editing section using several well-known applications on social media

### **3.3 Optimization of Sharia Marketing Media in Halal Retail Nibras**

One of the new things that causes the modernization of the times, is the existence of social media. Releasing several new applications with updated versions that inspire users to participate in the development of social media. If we are involved in the national and even foreign social business market, we cannot escape the use of social media in marketing to increase the competitiveness and marketability of products in the world. Nibra's House Secang takes advantage of this synergy by selecting several applications to be used as a place to market products in a wide range. Consumers have their own impression of visiting our website pages or social media accounts. Instagram can be interpreted as a medium to take photos and send them in a short time, so Instagram has an important role in the business field to attract consumer interest. According to Rangkuti 2009, (Syahri, 2019) promotions are carried out by a company with the aim of informing the existence of the product and giving confidence about the benefits of the product to buyers. Promotion is one of the ways used to increase sales volume

After knowing how important promotion is in social business, the owner chooses several applications that are considered to have more facilities to be applied in online marketing

#### **1. Instagram**

The most existing application from year to year that is continuous with the world of photography provides a special forum and always updates its type to satisfy its loyal users in sharing, watching, chatting, and in the world of selling media.

More than a lot of research proves that the users of the Instagram account itself are for online business. In increasing competitiveness and stabilizing their income, the owner applies a puzzle system with a different theme for each post. Coupled with a touch of sweet captions, the Islamic continent completes the information of the products being traded. Without any fraud or lies, the owner explains everything about the product displayed in the picture. With pricing in accordance with Nibra's Group's marketing standards and without taking advantage of outside the boundaries of sharia. (R. M. Dang, personal communication, February 2023)

#### **2. Canvas and Corel Draw**

Each of them has the maximum capacity needed to modify the image, but it still seems realistic. (Admin, personal communication, 2024) With the completeness of the application in terms of fonts, touching editing, a variety of effects, etc. In addition, the owner also added some parts of the portrait such as the ideal size, some unique fashion parts to be displayed in the picture

## **4. CONCLUSION**

The success of Nibras manufacturers is not only the quality of their products but also the role of resellers who open halal retail businesses designed specifically for fashion that

have good marketing capabilities. Marketing used for halal retail optimization using sharia marketing strategy includes: a). Utilization of Soft Selling Maneuvers and Research, b) Use of Tongsis (freecut), c) Product Publicity in Certain Events and Programs. In order to support optimized sharia marketing, they dominate the Instagram market by naturalizing images through canvas.

The choice of Instagram as an active promotional medium is based on the reason that Instagram has practicality and provides benefits to sales, namely just by uploading photos or videos of products to the Instagram account, then the photos are seen by consumers and consumers are interested in buying. The advantage of Instagram is that the number of users is very large and continues to increase, making it easier to spread messages. With content through existing social media, Nibra's House Secang hopes to spread cheerfulness and enthusiasm. Messages and information conveyed to consumers on their social media accounts contain informational and emotional elements. Informational because there is a brand name and also the price of the product being promoted. Emotional because each upload contains positive sentences and invites media users to glance at the products posted.

The addition of an additional impression in the application in the form of a canvas can increase the compatibility of the image that will be seen by social media users after uploading. Natural, realistic, and factual impressions present a quality of fashion that greatly inspires consumers to meet their needs in choosing clothes

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