

The Effect of Social Media-Based Digital Marketing Toward Increasing Income of MSMEs Gondanglegi Malang in Islamic Economic Perspective

Ririn Noviyanti ^{a,1,*}, Fathin Nr Azizah ^{b,2}

^a Department of Islamic Economics Law, Faculty of Syariah, Institut Agama Islam Al-Qolam Malang,

^b Department of Islamic Economics Law, Faculty of Syariah, Institut Agama Islam Al-Qolam Malang.

¹ ririn@alqolam.ac.id

² fathin@alqolam.ac.id

ARTICLE INFO:

Sejarah Artikel:

Received: 04 February 2023

Revised: 23 March 2023

Published: 28 March 2023

Keywords:

Digital Marketing; Social Media;
Revenue; Islamic Economic

Kata Kunci:

Pemasaran Digital; Media Sosial;
Pendapatan; Ekonomi Islam.

ABSTRACT

Advances in technology support the sophistication of information and communication technology. This has an impact on the economic sector. That way, the economic system must innovate so that it can be in line with and in line with today's life. One of the innovations that can be done is to use a digital marketing strategy. Digital marketing is the use of digitization which is used as a forum for promotion related to products and services owned by business actors to customers through an approach strategy with an online system. According to previous research, the most active internet users in Indonesia are on social media with around 60.4%. That way marketing through social media is expected to fully contribute to economic progress. The purpose of this study was to determine digital marketing from an Islamic economic perspective and to analyze the effect of social media-based digital marketing on increasing MSME income in Gondanglegi District, Malang Regency. This type of research uses descriptive quantitative. This data collection technique used a questionnaire which was distributed to 30 MSME actors in Gondanglegi District who carried out marketing methods using social media. The results of the study show that digital marketing strategies are permissible from an Islamic perspective. In addition, statistical analysis shows that there is a significant influence between social media-based digital marketing on increasing MSME income in Gondanglegi District, Malang Regency

ABSTRAK

Kemajuan teknologi menunjang kecanggihan teknologi informasi maupun komunikasi. Hal ini berdampak pada sector perekonomian. Dengan begitu, system perekonomian harus berinovasi sehingga bisa searah dan sejalan dengan kehidupan masa kini. Salah satu inovasi yang dapat dilakukan adalah dengan menggunakan strategi digital marketing. Digital marketing merupakan pemanfaatan digitalisasi yang dijadikan wadah promosi terkait produk maupun jasa yang dimiliki oleh pelaku usaha kepada pelanggan melalui strategi pendekatan dengan sistem online. Menurut riset terdahulu, jumlah pengguna aktif internet yang paling banyak di Indonesia adalah pada sosial media dengan kisaran 60,4%. Dengan begitu pemasaran melalui sosial media diharapkan dapat berkontribusi penuh terhadap kemajuan perekonomian. Tujuan penelitian ini untuk mengetahui digital marketing perspektif ekonomi Islam serta menganalisis pengaruh digital marketing berbasis sosial media terhadap peningkatan pendapatan UMKM Kecamatan Gondanglegi Kabupaten Malang. Jenis penelitian ini menggunakan kuantitatif deskriptif. Teknik pengumpulan data ini menggunakan angket yang disebarakan kepada 30 pelaku UMKM Kecamatan Gondanglegi yang melakukan metode pemasaran menggunakan sosial media. Hasil penelitian menunjukkan bahwa strategi

digital marketing diperbolehkan dalam perspektif Islam. Selain itu, analisis statistik menunjukkan bahwa terdapat pengaruh yang signifikan antara digital marketing berbasis sosial media terhadap peningkatan pendapatan UMKM Kecamatan Gondanglegi Kabupaten Malang



This work is licensed under a [Creative Commons Attribution-NonCommercial 4.0 International License](https://creativecommons.org/licenses/by-nc/4.0/).

How to cite: Noviyanti, R., Azizah, F, N. (2023). The Effect of Social Media Based Digital Marketing Toward Increasing Income of MSMEs Gondanglegi Malang in Islamic Economic Perspective. *Iqtishodia: Jurnal Ekonomi Syariah*, 8(1), 16-24. doi: <https://doi.org/10.35897/iqtishodia.v8i1.1123>

INTRODUCTION

Social media in Indonesia developed fast. This is proven by the number of social media users in Indonesia reaching 62 million people and 4.6 million of them are consumers who use this media as a means for transactions and shopping (Febriani, N., & Dewi, W. W. A, 2019). Of the many internet users, the largest percentage is 87.4%, namely social networking content users. Meanwhile, the second largest figure is the use of searching at 68.7%, instant messaging at 59.9%, searching for breaking news at 59.7%, downloading videos at 27.3%. Meanwhile, on sites that are used for selling online, the platform that is considered to have the most users are social networks with a percentage of 64.9%, then messenger with 22.9% users, online communities 14.4%, shop blogs 5.7%, websites store 2.3%, and 1.5% mailing lists (Putra, I. A. G. S., & Jayaningsih, A. R, 2021). Social media can be used as a marketing medium to optimize business activities and make it easier and well utilized as a means of communication to the public (Achmad, Z. A., Azhari, T. Z., Esfandiar, W. N., Nuryaningrum, N., Syifana, A. F. D., & Cahyaningrum, I, 2020).

Social media-based digital marketing has benefits and convenience for companies or MSMEs, including being easier to connect with consumers online, marketing costs are relatively more economical, can also serve consumers in real time and has the potential to increase selling power for MSMEs (Wijoyo, H., Ariyanto, A., & Wongso, F, 2021). As a Muslim community that is also involved in digital progress, we must remain within the teachings and rules of Islam. If all fields must comply with Islamic rules, then in facing business challenges you must still understand the basic concepts of Islamic economics (Ayu, D., & Anwar, S, 2022). The basic concept of Islamic economics is an economic concept that uses the Qur'an and the Sunnah as a source of reference for teachings so that its implementation must be based on the values and principles of Islamic teachings so that it can achieve Allah's approval (Yuliyani, Y, 2015).

Based on the percentage of internet users above, digital marketing strategies can be used as an answer to easily face the challenges of the times in the business world. The convenience that can be generated from digital marketing strategies, such as the ability to identify and attract new customers, will increase (Purwana, D., Rahmi, R., & Aditya, S, 2017). Judging from the significance of the use of social media and the percentage of internet users, marketing via social media should have a positive impact on MSMEs.

RESEARCH METHOD

This research uses a descriptive type of quantitative research. This type of quantitative research is a systematic investigation related to phenomena or events by collecting data that can be measured using statistical techniques (Ramdhan, M, 2021). This research was located in Gondanglegi District, Malang Regency. This research has two variables, namely digital marketing based on social media (X) as the independent variable, and increasing economic income (Y) as the dependent variable. The sample applied is nonprobability sampling. Researchers have determined 30 samples of social media-based digital marketing users consisting of 43% MSMEs in the fashion sector, 40% MSMEs in the food sector and 17% in the services sector. Researchers used a questionnaire with a Likert scale and documentation to collect data. Test the validity of quantitative data using validity tests and reliability tests. These two tests aim to test the list of each question item to see whether the questions in the questionnaire filled out by the respondent have been declared appropriate or not for data collection.

Simple linear regression analysis was used in this research which was assisted by using SPSS. This analysis aims to test the influence of one independent variable on the dependent variable. However, before

proceeding to simple linear regression, you must carry out validity, reliability, normality tests and then linear tests (Knief, U., & Forstmeier, W. 2021). The normality test is a test carried out to determine whether the data distribution is normal or not. In this research, the normality test uses the Kolmogrov-Smirnov statistical test. The application of the Kolmogrov-Smirnov test is that if the significance is > 0.05 then the data is normally distributed, conversely if the significance is < 0.05 then the data is not normally distributed (Kwak, S. G., & Park, S. H. 2019).

This research uses a two-tailed hypothesis test using a probability value of 0.05. The basis for decision making in a simple linear regression test can be based on two things, namely first, significance value; If the significance value is less than 0.05 then variable X has an effect on variable Y. If the significance value is more than 0.05 then variable if T Count is smaller than T Table then H_0 is accepted, if T Count is greater than T Table then H_0 is rejected. Hypothesis; H_0 = social media-based digital marketing has no effect on increasing income from the Islamic economic perspective of MSMEs in Malang Regency. H_1 = social media-based digital marketing has an effect on increasing income from the Islamic economic perspective of MSMEs in Malang Regency.

RESULT AND DISCUSSION

REFLECTIVE MEASUREMENT

The number of respondents from this research was 30 MSMEs who had carried out social media-based digital marketing. In the following, some tables explain the results of filling in the variable questionnaire.

1. Test Validity
 - a. Variable X (social media-based digital marketing)

Table 1.1: Digital Marketing Social Media Validity Test Results

No	Item question	R-count	R-table	Result
1	X1	0,556	0,361	Valid
2	X2	0,494	0,361	Valid
3	X3	0,669	0,361	Valid
4	X4	0,783	0,361	Valid
5	X5	0,660	0,361	Valid
6	X6	0,690	0,361	Valid
7	X7	0,738	0,361	Valid
8	X8	0,636	0,361	Valid
9	X9	0,424	0,361	Valid
10	X10	0,610	0,361	Valid
11	X11	0,565	0,361	Valid

From the results of the validity test on variable X above, it can be concluded that all statement items in the questionnaire have results > 0.361 . That way, all the statement items on the questionnaire show valid results.

b. Variable Y (increase in income)

Table 1.2. Validity Test Results for Income Increase

No.	Item question	R-count	R-table	Result
1	Y1	0,854	0,361	Valid
2	Y2	0,827	0,361	Valid
3	Y3	0,908	0,361	Valid
4	Y4	0,854	0,361	Valid
5	Y5	0,678	0,361	Valid
6	Y6	0,757	0,361	Valid
7	Y7	0,455	0,361	Valid
8	Y8	0,858	0,361	Valid
9	Y9	0,853	0,361	Valid
10	Y10	0,584	0,361	Valid

Based on the results of the validity test in the table above, all statement items in the questionnaire were found to be > 0.361 . That way, all points in the variable Y statement are valid.

2. Reliability test

Reliability testing was carried out using IBM SPSS Version 29 with Cronbach's alpha formula. In this formula, the questionnaire statement items are said to be reliable if the minimum reliability value is 0.60. The results of the reliability test in this research are as follows:

a. Reliability test variable X

Tabel 2.1. Reliability test variable X result

Cronbach's Alpha	N of Items
.841	11

These results produce a Cronbach's alpha of 0.841. In this way, the influence of variable X has a high level of reliability because it shows $0.841 > 0.60$

b. Reliability test variable Y

Tabel 2.1. Reliability test variable Y

Cronbach's Alpha	N of Items
.912	10

In this table, increasing income produces a value of 0.912. So it can be concluded that increasing income has quite strong reliability with a value of $0.912 > 0.60$

3. Normality test

This normality test uses the Kolmogrov-Smirnov correction formula. If the significance value is greater than 0.05 then the data is normally distributed. The results of the normality test in this study are as follows:

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			30
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		3.59658507
Most Extreme Differences	Absolute		.140
	Positive		.125
	Negative		-.140
Test Statistic			.140
Asymp. Sig. (2-tailed) ^c			.135
Monte Carlo Sig. (2-tailed) ^d	Sig.		.131
	99% Confidence Interval	Lower Bound	.123
		Upper Bound	.140
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

The table shows that the asymp.sig value is greater than 0.05, namely 0.135. Thus, the data is normally distributed.

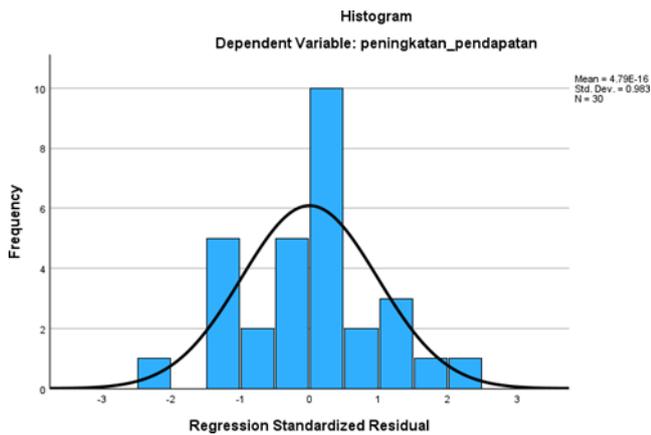


Figure 1 Normality Histogram

Judging from the histogram graph above, the histogram graph has a normal distribution. A histogram graph is said to be normal if the data distribution forms a bell shape, that is, it does not skew to the left or skew to the right.⁷⁰

4. Simple linear regression test

The results of the simple linear regression test are as follows:

Table 4.1 Output 1 Hypothesis Test Results

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	DM Sosial media ^b	.	Enter
a. Dependent Variable: increased revenue (Y)			
b. All requested variables entered			

Output 1: The table explains the variables entered and the methods used. This variable shows that social media-based digital marketing is an independent variable while increasing income is the dependent variable. The method used is the enter method.

Table 4.2. Output 2 Hypothesis Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 ^a	.425	.405	3.66025
a. Predictors: (Constant), DM Sosial media (X)				

Output 2: From the table it is known that the correlation value is 0.652 and the coefficient of determination is 0.425. So, it can be concluded that the influence of variable X on variable Y is 42.5%.

Table 4.3. Output 3 Hypothesis Test Results

ANOVA ^a						
Model		Sum Squares	df	Mean Square	F	Sig.
1	Regression	277.573	1	277.573	20.718	<,001 ^b
	Residual	375.127	28	13.397		
	Total	652.700	29			
a. Dependent Variable: increased revenue (Y)						
b. Predictors: (Constant), DM Social media (X)						

Output 3: The result of the F count is 20.718 with a significance level of 0.001<0.05, so it can be concluded that there is an influence of the social media-based digital marketing variable on increasing income

Table 4.4. Output 4 Hypothesis Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.191	6.124		1.991	.056
	DM Sosial media (X)	.629	.138	.652	4.552	<,001
a. Dependent Variable: increased revenue (Y)						

Output 4: in the table it is known that the constant (a) value is 12.192 while the variable X value is 0.629. So the regression equation is:

$$Y = a + bX$$

$$Y = 12,192 + 0,629 X$$

1) The constant value is 12.191, meaning that the consistent value for the income increase variable is 12.191.

2) The regression coefficient X is 0.629, indicating that for every 1% addition to the value of Thus, the regression coefficient is positive so it can be stated that the direction of influence of variable X on Y is positive.

Decision making in simple regression tests:

a). By looking at the significance value:

In the coefficient table the significance value is $0.001 < 0.05$, thus showing the results that variable X has a significant effect on variable Y.

b). By looking at the comparison of T count with T table α = Confidence level

n = Number of samples k = Number of variables

t table = $(\alpha/2 ; n-k-1)$

= $(\alpha/2 ; 30-1-1)$

= $(0,05/2 ; 28)$

= $(0,025 ; 28)$

= 2,048

The calculated t value is known to be $4.552 > t$ table 2.048 so it can be concluded that variable X has a significant influence on variable Y.

The following are the results of the t test:

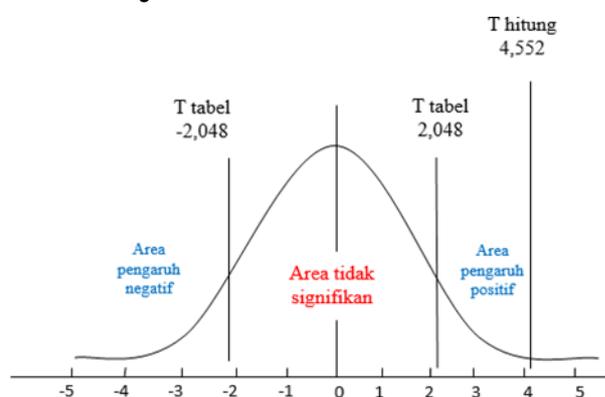


Figure 2. Histogram of t test

CONCLUSION

Digital marketing in Islam can be done as long as it is within the corridors of Islamic rules and does not violate Islamic rules. Thus, social media-based digital marketing methods can be used as a means or business strategy in today's marketing which is expected to be the answer to success in sustaining economic activities to achieve *falah* and *maslahah*. Social media-based digital marketing has a significant effect on increasing the income of Micro, Small and Medium Enterprises in Gondanglegi District, Malang Regency.

REFERENCES

- Achmad, Z. A., Azhari, T. Z., Esfandiar, W. N., Nuryaningrum, N., Syifana, A. F. D., & Cahyaningrum, I. (2020). Pemanfaatan media sosial dalam pemasaran produk UMKM di Kelurahan Sidokumpul, Kabupaten Gresik. *Jurnal Ilmu Komunikasi*, 10(1), 17-31
- Ayu, D., & Anwar, S. (2022). Etika Bisnis Ekonomi Islam Dalam Menghadapi Tantangan Perekonomian Di Masa Depan. *Al-Mustashfa: Jurnal Penelitian Hukum Ekonomi Syariah*, 7(1), 42-61.

- Febriani, N., & Dewi, W. W. A. (2019). *Perilaku konsumen di era digital: Beserta studi kasus*. Universitas Brawijaya Press.
- Knief, U., & Forstmeier, W. (2021). Violating the normality assumption may be the lesser of two evils. *Behavior Research Methods*, 53(6), 2576-2590.
- Kwak, S. G., & Park, S. H. (2019). Normality test in clinical research. *Journal of Rheumatic Diseases*, 26(1), 5-11.
- Putra, I. A. G. S., & Jayaningsih, A. R. (2021). Pelatihan Digital Marketing di Thinker Bee Learning Center. *WIDYABHAKTI Jurnal Ilmiah Populer*, 3(3), 78-83.
- Purwana, D., Rahmi, R., & Aditya, S. (2017). Pemanfaatan digital marketing bagi usaha mikro, kecil, dan menengah (UMKM) di Kelurahan Malaka Sari, Duren Sawit. *Jurnal Pemberdayaan Masyarakat Madani (JPMM)*, 1(1), 1-17
- Ramdhan, M. (2021). *Metode penelitian*. Cipta Media Nusantara.
- Wijoyo, H., Ariyanto, A., & Wongso, F. (2021). Strategi Pemasaran UMKM di masa pandemi. *Insan Cendekia Mandiri*.
- Yuliyani, Y. (2015). Konsep Dan Peran Strategis Ekonomi Syariah Terhadap Isu Kemiskinan. *IQTISHADIA*, 8(1).