

Digital Marketing Strategy to Increase Sales Through Social Media at Oriflame Jogja Resellers is Viewed From the Concept of Sharia Marketing

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Abstrak

Pada umumnya, pola pemasaran yang diterapkan oleh pelaku usaha hanya berorientasi terhadap profit belaka, dengan meninggalkan keutamaan pemberdayaan dan edukasi bagi masyarakat. Era globalisasi saat ini, dunia bisnis dan ekonomi menghadapi tantangan yang besar. Kemajuan teknologi menjadi hal yang tidak dapat dihindari. Islam tentunya juga mengatur cara berbisnis dengan baik dan benar. Dalam bisnis islam tatacara pemasaran juga diperhatikan agar sesuai dengan kaidah begitu juga yang diterapkan oleh Reseller Oriflame Jogjakarta menggunakan pemasaran yang tergolong tradisional seperti katalog cetak tersebut, Reseller Oriflame mengubah konsep pengelolaan pemasaran dengan menggunakan bantuan teknologi informasi dan komunikasi melalui media sosial. Pada konsep pemasaran yang dilakukan oleh Oriflame, bagaimana Islam meninjau praktik pemasaran tersebut. Pada penelitian ini menggunakan metodologi kualitatif yang akan menghasilkan suatu data deskriptif terdiri dari perilaku seseorang yang diamati, wawancara, dan dokumentasi. Adapun hasil dari penelitian ini adalah reseller Oriflame Jogjakarta menggunakan interaksi antar individu melalui akun social media mereka masing-masing atau yang disebut dengan personal selling atau secara individu reseller mengenalkan produk-produk yang dibutuhkan oleh konsumen. sedangkan pada penjualan produk para reseller masih memunculkan sifat boros konsumen, hal ini juga didukung dengan media sosial yang memudahkan konsumen untuk mendapatkan produk yang diinginkan walaupun tidak dibutuhkan

Kata Kunci: *Media Sosial, Reseller, Pemasaran Syariah.*

Abstract

In general, the marketing pattern applied by business actors is only profit-oriented, leaving the priority of empowerment and education for the community. In the current era of globalization, the business and economic world faces great challenges. Technological progress is inevitable. Islam of course also regulates how to do business properly and correctly. In the Islamic business, marketing procedures are also considered to be in accordance with the rules as well as those applied by Oriflame Resellers Jogjakarta using marketing that is classified as traditional such as the printed catalog, Oriflame Resellers change the concept of marketing management by using the help of information technology and communication through social media. On the concept of marketing carried out by Oriflame, how Islam reviews these marketing practices This study uses qualitative methodology that will produce descriptive data consisting of observed behavior, interviews, and documentation. The result of this research is that Oriflame Jogjakarta resellers use interaction between individuals through their respective social media accounts or what is called personal selling or individually resellers introduce products needed by consumers. While the sale of resellers' products still raises the wasteful nature of consumers, this is also supported by social media that makes it easier for consumers to get the desired product even though it is not needed

Keywords: *Social Media, Reseller, Sharia Marketing*

Introduction

Economic growth in recent years has experienced very rapid development. This has an impact on the country's financial condition, especially in several business sectors that provide fairness in making choices in an instant way, becoming a potential as well as an opportunity for business actors to increase selling power. Not only that, but this is a challenge in itself in order to be able to compete healthily. One of them is by arranging good marketing patterns that are easily accepted by the community by not leaving the principles of optimal service.¹

In general, the marketing pattern applied by business actors is only profit-oriented, leaving the priority of empowerment and education for the community.² If we look at the latest technological developments, the

¹Fandy Tjiptono, "Strategi Pemasaran," 1997, p. 103.

²Fatkur Rohman Albanjari et al., "Strategi Pemasaran Syariah Dalam Upaya Meningkatkan Penjualan (Studi Pada Ud . Sari Murni / Jenang Tradisional Lasimun Kecamatan Boyolangu Kabupaten Tulungagung) Sharia Marketing Strategy In An Effort To Increase Sales (Study at Ud . Sari Murni / Jenang," *Iqtisadie: Journal of Islamic Banking and Shariah Economy*, 2022, p.167–86.

conventional strategy paradigm has led to spiritual marketing, or sharia marketing, with the help of social media. The company's principles in sharia marketing strategy implement two concepts, namely profit and blessing, known as Ta'awun. The muamalah aspect of Islamic law, which contains shari'a law globally, should be maintained.

In the current era of globalisation, the business and economic worlds face great challenges. Technological progress is inevitable. In addition to being a challenge, technological progress is actually a major opportunity for the business world. The use of technological advances can be utilised to expand product introductions to consumers around the world more quickly and easily. Marketing is the main key to running a business.³

The existence of this globalisation makes the level of business competition for business people increase, so companies are required to find the right strategy, especially in marketing, to achieve better performance. In the global economic system, the economic activities of a country and those of other countries cannot stand alone. This illustrates that business boundaries between one country and another are becoming increasingly invisible. And information is needed to support the achievement of a competitive advantage for the company. Information is an important medium that plays a role in decision-making. Fast information will help marketers win the competition. Advances in digital telephone networks, interactive cable television, personal computers, online services, and the internet make information faster and easier to obtain.

The Internet is the most widely used source of information by companies. This is because the internet can reach all regions, has the potential and speed to convey a variety of information universally, has quality, and has almost no cost. In addition, the internet also has several attractions and advantages for consumers and organisations, for example, convenience, access 24 hours a day, efficiency, alternative space and choices that are relatively "unlimited", personalisation, potential sources of information, and others.

Social media has the potential to help businesses market their products. Social media is defined as a group of internet-based applications that

³Basu Swasta dan Hani Handoko, "Manajemen Pemasaran:Analisa Perilaku Konsumen," 2000,p. 141.

create the ideological and technological foundations of Web 2.0 and enable the creation and exchange of user-generated content. Digital technology has several appeals and advantages for consumers and organisations. With technology in the form of cutting-edge electronic media, it can support e-commerce (electronic commerce) and encourage rapid growth. Simplistically, by creating a homepage and serving product orders via the internet, it can be said to be a global marketer who runs e-commerce.

In Islam, of course, it also regulates how to do business properly and correctly. In Islamic business, marketing procedures are also considered to be in accordance with the rules. Hafidhuddin and Tanjung explained that sharia marketing management is the science of choosing target markets and obtaining, maintaining, and growing customers by creating, handing over, and communicating superior value to customers by being oriented to sharia principles..

By using guidelines on Islamic values contained in the Qur'an, of course, the Prophet Muhammad SAW also carried out his business activities professionally. These values become the main foundation that can lead to remaining on the path of honesty, fairness, and justice. This foundation is sharia, or legal guidance, in conducting a business activity. In this case, sharia marketing is a very strategic activity because sharia marketing is one of the marketing strategies based on the Qur'an and the Sunnah of the Prophet SAW.⁴

In Islam it is also explained that Muslims may carry out buying and selling but are not allowed to do *riba* as in the following word of Allah SWT:

Means; *"Those who eat usury cannot stand but are like those who are demonised by madness. This is because they say that buying and selling equals usury. Even though Allah has legalised buying and selling and forbidding usury. Whoever gets a warning from his Lord, and he stops, then what he has obtained first belongs to him and his business (is left) to Allah. Whoever repeats them is a resident of hell, they remain in it."* (QS. Al-Baqarah: 275).

At the beginning of its appearance, the marketing concept applied by Oriflame Jogjakarta Resellers (research place) was direct marketing in the form of word of mouth and print media. However, the marketing carried out is considered less effective. Judging from the operational aspect, it takes a relatively longer period of time, and

⁴Muhammad Jaiz, "Dasar-Dasar Periklanan," 2014, p. 44.

there are other factors that hinder the running of marketing. With this relatively traditional marketing concept, Oriflame Resellers change the concept of marketing management by using information technology and communication through social media.⁵ Given the convenience that may be caused by using one of the social media platforms, Oriflame Resellers prefer the application to make it easier to attract consumer interest, which has an impact on increasing consumer.⁶ This raises a fundamental question from the results of the researcher's initial observations, namely how the big role of Social Media as a marketing information medium for the community in relation to increasing the income of Oriflame Resellers, who apply the concept of Islamic marketing in the transaction process?

Research Methods

The research method used by researchers is a qualitative-descriptive approach. Theoretically, there are differences between quantitative and qualitative research. The design of qualitative research is more difficult than quantitative research because it is not patterned. Moleong stated that the results of descriptive data are procedures of qualitative methodology that will produce descriptive data consisting of a person's observed behaviour and written words. This qualitative research is inseparable from people's perceptions, opinions, and beliefs. The source of data obtained by researchers is primary data obtained from several studies of researchers in scientific papers and theories used related to sharia marketing strategies through social media at Oriflame resellers. Jogjakarta Branch by using descriptive analysis, which is describing openly and in detail the field findings

Results and Discussion

A. Sharia Marketing

Sales occur because of consumer needs.⁷ If a company understands consumer needs, it will make abundant sales. This opinion is contrary

⁵Sugiyono, *Metode Penelitian Kuantitatif Dan Kualitatif* (Bandung, 2017).

⁶Arliman, "Perlindungan Hukum Umkm Dari Eksploitasi Ekonomi Dalam Rangka Peningkatan Kesejahteraan Masyarakat. Jurnal Rechts Vinding: Media Pembinaan Hukum Nasional," 2017, p. 387.

⁷L. Fitry, S., & Rosita, "Pengaruh Munculnya Alfamart Terhadap Pendapatan Toko-Toko Kecil Di Desa Pematang Panjang Gambut," 2019, p. 18–27.

to Stanton's, which interprets marketing more towards the design of pricing activities⁸, promotion,⁹ and distribution of a product. The clear difference between Peter Ducker and Stanton can be seen from the interpretation of Stanton, who places more emphasis on the design of marketing activities while Peter Ducker is more directed towards customer needs. From some of these opinions, it can be explained that marketing as consumer satisfaction as a benchmark for the success of a company as a management orientation and implementation of several activities.¹⁰

Marketing strategy is defined as decision-making or sales planning by the company in the form of a marketing mix and minimising operations. By compiling activity designs, marketing strategies aim to be a special concern, and companies plan activities to be targeted for purchases aimed at increasing profits. This is a benchmark for companies that must be able to satisfy consumers so as to increase profits. There are three kinds of dimensions of marketing strategy for capturing mind share: segmentation (division of variables), targeting (company targets), and positioning (positioning yourself). Different opinions exist in interpreting marketing strategies that emphasise more company strategy and aim to grab the attention of consumers.¹¹

Sharia marketing strategy is nothing but a sharia business strategy that leads to the bidding process and the creation of stakeholders as one initiator with the principles of the Qur'an and Al-Hadith using a good contract. Marketing strategy is nothing but a business strategy that leads to the process of creation, change in value to stakeholders, and an offer in the process of using sharia muamalah (business) principles to fulfil consumers' lives to avoid immorality.¹²

Marketing strategy is a process of creation and supply but must meet the elements of sharia, which consist of three elements: 1) theistic (Rabbaniyah), namely the belief of a producer who must be optimistic

⁸A. Hariyanti, N. T., & Wirapraja, "Pengaruh Influencer Marketing Sebagai Strategi Pemasaran Digital Era Modern (Sebuah Studi Literatur). Jurnal Eksekutif," 2018, p. 133-146.

⁹K. Muali, C., & Nisa', "Pemasaran Syariah Berbantuan Media Sosial: Kontestasi Strategis Peningkatan Daya Jual. An-Nisbah: Jurnal Ekonomi Syariah," 2019, p. 168-85.

¹⁰Z hmed, M., & Zahid, . ". Role of Social Media Marketing to Enhance CRM and Brand Equity in Terms of Purchase Intention. Asian Journal of Management Research," 2014, p. 533-49.

¹¹Sondang P. Siagian, *Manajemen Stratejik* (Jakarta, 2012).

¹²Suryana, *Kewirausahaan* (jakarta, 2016).

solely because the Ridlo Allah SWT on Rabbani beliefs is very difficult for companies to hold; 2) ethical behaviour and norms; and 3) realistic, transparent, no defects of goods. Sharia marketing must stay away from things that are dirty and harmful to consumers, in the sense that producers must be transparent and prioritise honesty in running their business.¹³

In doing marketing, there must also be several strategies carried out by individuals and groups.¹⁴ However, in building a healthy business in accordance with Islamic principles, marketing rules must be based on Islamic values that are imbued with the spirit of worship to Allah SWT. In doing business, you must try your best to create mutual prosperity..

There are several things that must be considered by marketers as ethics in marketing, according to Islam.

1. Having good morals and appropriate morals are like the qualities possessed by the Prophet SAW, namely siddiq, amanah, tabligh, and fathanah. Have a good personality so that marketing is not for personal interest but to help others.
2. Serving consumers with humility and gentleness is highly recommended in Islam..¹⁵
3. Being fair, fairness is a sale and purchase transaction or marketing activity that occurs between sellers and buyers with an attitude of not mutually respecting.
4. Being honest and open, honesty is a prohibition against all forms of deception in word or deed. Sellers must also be open in carrying out marketing strategies and offering their goods / services so that buyers do not experience disappointment in buying them
5. Do not engage in activities prohibited by Islam such as maysir (gambling), gharar (speculation), riba or risywah (bribery), doubt, exploitation, excessive profiteering, and black market

B. Oriflame Reseller Marketing

The marketing concept carried out by Oriflame Jogjakarta is an initial strategy by applying a sharia marketing strategy to the marketing

¹³Philip Kotler dan G. Amstrong, *Prinsip-Prinsip Pemasaran* (Jakarta: Erlanga, 2018).

¹⁴Basu Swasta dan Irawan,, *Manajemen Pemasaran Modern* (Yogyakarta: Liberty, 2019).

¹⁵Deliyanti Oentoro, *Manajemen Pemasaran Modern* (Yogyakarta: LaksBang Pressindo, 2010).

mix consisting of 4 elements, namely place, price, product, place and promotion. The products offered by Oriflame use quality ingredients and have received legal permission from the government, such as ingredients that have been certified Halal and safe from BPOM and MUI. This is a good marketing strategy for Oriflame, to strengthen Oriflame marketing Jogjakarta gives freedom to consumers to choose products that have been sold according to their needs, by offering consumers to order products through an order account. In addition, as loyal customers or new consumers are entitled to discounted prices on Oriflame product purchases.. For example, the price in the catalog is Rp.100 thousand with a discount from Oriflame, consumers only need to pay at a price of Rp.70 thousand. As a reseller of Oriflame products who will do business of Reselling products will also benefit from Oriflame's products.¹⁶

While at the branch office of Oriflame Jogjakarta When the reseller retreat is also given mentoring in running sales, the reseller is also optimized with teamwork. That way Oriflame's business will grow even more. If beginner resellers want to learn, they can go through online classes where the material will also be shared as long as the concept of sales in oriflame is WILLING TO LEARN and CONSISTENT. As for resellers through direct manual methods, they can offer their products with their original catalogs, for example, live in college and then offer it to friends or local residents, point out, and recommend. As for how to withdraw or register on oriflame, which is only paying a registration fee (capital to join) of 50 thousand rupiah, this fee can also be used as a want to buy products.¹⁷

Oriflamee has also printed several queues of brochures that are used for its business to be more widespread, and the brochures are not only around the place of adoption but also through social media which is used to improve the quality of materials, products and packaging, in Oriflamee can also not only increase selling prices, or sales volume but can also guide¹⁸, and make Oriflamee employees¹⁹ or beginners employees or resellers more free to run the business by seeing the increase in selling prices that are getting up and going down, Oriflame's marketing concept

¹⁶"Oriflame Jogja - Yogyakarta, Yogyakarta," n.d.

¹⁷Diana (Director Oriflame), sistem Reseller Oriflame, September 21, 2021.

¹⁸Bukhari Alma dan Donni Juni Priansa, *Manajemen Bisnis Syariah: Menanamkan Nilai DanPraktis Syariah Dalam Bisnis Kontemporer* (, Bandung: Alfabeta, 2017).

¹⁹Abdullah Gymnasiar dan Hermawan Kertajaya, *Berbisnis Dengan Hat* (, Jakarta: Mark Plus & CO, 2014).

is also not only for the pleasure of women or people who are interested in buying or consumers, but also for the pleasure of those who use it because the products are made as well as possible for the best quality for the wearer at Oriflame as well. Materials for the manufacture of it yourself.²⁰

Oriflame Jogjakarta Branch has currently conducted a sales system using digital methods through social media, this was shown during the discussion session most of the prospective reseller participants who registered. Prospective resellers are also given Oriflame business materials with good digital marketing development. As for the affective aspect, participants tried to simulate how to implement digital marketing strategies on their social media accounts (Instagram, whatsapp, facebook, twitter, and so on).^{21,22}

C. Social Media as Sharia Marketing Media Oriflame Reseller Jogjakarta

Harrison, says, "Marketing public relations is a promotional tool that directly or indirectly contributes to the achievement of marketing and sales objectives by promoting brand and causes in a trustworthy manner, creating media and public interest in them, preparing public for news, creating favorable perceptions and stimulating positive word-of-mouth communications", Where Marketing public relations is defined as a promotional tool carried out by companies through social media or internet applications that will build consumer trust by creating news that will be marketed aimed at stimulating opponents of public speakers and getting media attention. In line with Syriac who said social media as a tool or internet application used by companies to build ideological foundations and exchange information in terms of promotion. Social media Syriac, arketdescribedestimulate (get and deliver) carried out by getes by utilising internet facilities with a system of criticism, suggestions, and opini, s. Tools used using microblogging, content, and social bookmarking²³. Social media is understood as something part of the digital platform. The characteristics possessed by social media are: 1) participation, namely the public can contribute; and 2) feedback for

²⁰Fadhilah, Senior Manager, pemasaran Oriflame, September 21, 2021.

²¹"Observasi Sistem Pemasaran," January 21, 2022.

²²Fadhilah, Senior Manager, pemasaran Oriflame.

²³Karim, Adiwarman. Bank Islam Analisis Fiqih dan Keuangan. Jakarta: PT RajaGrafindo Persada, 2011.

those interested. 2). Openness on social media is very open to receiving feedback and participation. 3). Conversation on social media using good communication methods, uakni through two-way conversation methods, 4). In society, social media allows for communities to be formed quickly and be able to communicate effectively, so that within the community, they are gathered with the same goals and desires. 5). Connecting on most types of social media, they can be with each other.

Oriflame evolves and influences the way one's resellers perceive work behaviour and provides knowledge of one's own economic concepts that can influence reseller legitimacy.²⁴ This is what can affect business sales activities with a marketing system with Islam, because indirectly the value of religiosity is a form of belief for those who have been attached to themselves since birth, the purpose of this is to increase sales optimization in the sharia system, the development of Oriflamee products also affects the marketing department such as resellers who have made and struggled to develop Oriflame sales in order to The sales are further increasing. So that it can have a material impact on the company and resellers themselves. In addition to quality products, the Sharia marketing system also places importance on the role of business actors who play a role in the business, such as leaders who are able to provide good links for employees, employees to resellers, and also resellers who behave well to consumers, and so on. In addition, Islam also pays attention to the media. At the oriflame Jogjakarta branch, we are inviting resellers to optimise sales through social media, which is currently very easy to do and very suitable in today's digital era.²⁵

D. Oriflame Reseller Sharia Marketing Management

At the beginning of selling Oriflame products in Jogjakarta, resellers chose to develop their business through promotions that use print media such as newspapers, brochures, banners and others. However, along with the times the marketing strategy began to be shifted with the sophistication of communication technology including Facebook, WhatsApp, Instagram and Twitter²⁶ To strengthen the promotions that

²⁴Fitri Sutriman, "Spirit Post Capitalist Member Oriflame Cabang Yogyakarta Dalam Meningkatkan Religiusitas Keagamaan" (UIN Sunan Kalijaga Yogyakarta, 2022).

²⁵May Shinta Retnowati, Aisy Rahmania, and M Ilham Nazaruddin Noor, "Pelatihan Pemasaran Produk UMKM Desa Prayungan Pada Pasar Digital (E-commerce)," 2022, p. 78.

²⁶Thorik Gunara dan Utus Hardiono, *Marketing Muhammad* (Bandung: Madania

have been carried out, Oriflame Jogjakarta resellers add promotional strategies using technology, and choose social media compared to others, because social media itself has convenience for its users and has a wide reach, almost all walks of life from the level of children to the level of adults, and from low economic communities to elite people or officials have social media accounts. Promotion applied to the use of sharia-based social media pays attention to honesty between the aploud images and real conditions. Then there is no element of fraud so that there will be no loss to consumers. In the activity of aploud Oriflame Products jogjakarta do it once a week as a change and how to use it²⁷.

The indicators of success in making sales with various sales promotion tools include; 1). Sales frequency which is a graph of the quantity of product sales over time, 2). The quality of promotion which is a measure of how well the promotion is carried out so that it is able to provide good lead communication and can be accepted by the community, 3) timeliness or target suitability is a factor needed to achieve the desired target. With this indicator, the increase in revenue will be felt by the seller.

Marketing strategies in promoting products through social media can increase business or increase sales volume so that they are of higher quality comfortable and many are interested, which must be seen first, products, prices, places and promotions.²⁸

1. Product

A product is something offered by producers to consumers to meet their needs and desires. Products can be in the form of goods (something tangible), namely something physical produced from the production process in an organisation or company. In addition, the product can also be in the form of services (non-physical or intangible species).

2. Price

Price is the amount of money plus some products needed to get a certain number of combinations of products and services. From a

Prima, 2017).

²⁷Thomas Adelaar, "Electronic Commerce and the Implications for Market Structure: The Example of the Art and Antiques Trade," *Journal of Computer-Mediated Communication*, 2021, p. 5.

²⁸Muhammad Syafi'i Antonio, *Bank Syari'ah Suatu Pengenalan Umum* (Jakarta: Edisi Khusus, Tazkia Institute, 2012).

marketing point of view, price is a monetary unit or other measure, including other goods and services exchanged for ownership of a good or service.²⁹

Important points in the preparation of the price policy are as follows:

The pricing objectives are:

- a. Increase sales volume in advancing and developing the company so that sales volume is sought to continue to improve and can survive so that the company does not experience setbacks.
- b. To achieve maximum length, try to meet consumer satisfaction by providing good-quality products so that consumers do not feel disappointed and return to buy the product..³⁰

3. Place

A place where products are available in a number of distribution channels and outlets that allow consumers to easily obtain a product. Location determination and distribution along with supporting facilities and infrastructure are very important, this is to make it easier for customers to reach the location. Location means relating to where the company should be headquartered and conduct operations. Companies should choose a place that is easy to reach, in other words, strategic

4. Promotion

Promotions include anything that releases information about your product or service. Promotion is an activity to influence customers to know and get to know the products offered by the company to customers and then customers are interested in trying and buying the product.

5. People

Human resources are the most important function that must be planned in an organization. It takes training in human resource management to develop performance and to achieve performance that conforms to the classification of work. In running a business,

²⁹D Marlius, "Keputusan Pembelian Berdasarkan Faktor Psikologis Dan Bauran Pemasaran PT. Intercom Mobilindo Padang. Jurnal Pundi," 2017, p. 57-66.

³⁰Fandy Tjiptono, *Pamasaran Edisi Ketiga Cetakan Pertama* (Yogyakarta: Andi Offset, 2018).

employees who have high work motivation are needed. Because it is intended that the work that has been given in accordance with the expertise of each employee, can be completed properly and provide maximum results for the company.³¹In Islam, human resources are very important; everything is involved so that the work can run well and smoothly. Business owners, of course, must also pay attention to the conditions and wages of employees, lest employees are not given wages in accordance with their work. The Prophet (peace be upon him) once advised, “Give to a worker his wages before his sweat is dry.” (HR. Ibn Majah, shahih). The purpose of the hadith is that business owners must immediately fulfil the rights of the worker after the completion of work, as well as if there has been a salary agreement between the two parties, namely the business owner and his employees.

Sales made by Oriflame Jogjakarta resellers use interaction between individuals through reseller social media accounts or what is called personal selling or individually resellers introduce products needed by consumers. In Sharia marketing, sellers or resellers introduce products needed by consumers only so as not to cause impulsive buying or unwanted purchases, because this will cause extravagant or redundant properties that cause haram in the objects purchased, because this can also conflict with the Islamic marketing system³² while in reseller marketing Oriflame is still marketing more than consumers need, with a variety of products displayed on social media that are many so that consumers are dominant to make excessive purchases, and this is actually an advantage for resellers because reseller income will increase, this is still not in accordance with the Sharia marketing strategy which in addition to optimizing profits but also blessings.

Conclusion

Technological advancement is unavoidable. In addition to being a challenge, technology advancement provides a significant opportunity for

³¹T. F. Musfar, *Buku Ajar Manajemen Pemasaran Bauran Pemasaran Sebagai Materi Pokok Dalam Manajemen Pemasaran*. Bandung: CV. Media Sains Indonesia., 2020.

³²Daud Sukoco et al., “Sharia Economic Views on Tabzir Behavior,” *Al-Iktisab: Journal of Islamic Economic Law* 5, no. 2 (November 1, 2021): 149, <https://doi.org/10.21111/al-iktisab.v5i2.7032>.

the corporate world. Technological advancements can be used to widen product introduction to consumers all around the world more swiftly and easily. Marketing is the most important aspect of running a business. Oriflame Reseller Jogjakarta (research site) used direct marketing in the form of word-of-mouth transmission of information and print media. Oriflame Jogjakarta resellers leverage interaction between individuals via their separate social media profiles or what is known as personal selling, in which resellers suggest products required by consumers. In Sharia marketing, dealers or resellers only promote things that consumers require in order to avoid impulsive purchases.

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