

Marketing Communication Strategy of Warung Sate Lego In the Perspective of Islam

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Abstract

The development of technology in an increasingly modern era with the presence of smartphone allows businesses to sell their goods online, not only through the web, but also through social networks such as facebook, twitter and instagram. This research explains communication marketing strategy of satay lego food stall implemented with Islamic marketing system using social media facebook and instagram. Warung satay lego is a typical Ponorogo food culinary business that has been running for about three years. It is using facebook and instagram as an online marketing communication media to promote their product. This research uses qualitative descriptive method by collecting data through interview, observation and documentation. The informants in this study are the owner or manager of Warung Sate Lego and social media advertisement of sate lego stall. The theory used is the theory of marketing communication mix in the promotion that is through advertising, sales promotion, public relations, direct sales and internet marketing. The result of this research is that the marketing communication strategy done in Warung Sate Lego used Islam perspective. Marketing method used is marketing communication mix with promotion implemented through social media, facebook, instagram, whatsapp and also website. From the strategy used, there is an increase in purchases which is in accordance with the purpose of marketing communications run by Warung Sate Lego.

Keywords: *Islamic marketing communication strategy, Promotion, Facebook and Instagram*

Introduction

Culinary business in Ponorogo increased rapidly following the diversity of the customers' needs. Any type of business came in various forms of culinary and dining menus. However, there is no guarantee that the business will last since there are some culinary ventures which have suffered losses and therefore have to close. Most of which are caused by the lack of an effective marketing strategy to attract the public to become its customers.

Although there are some culinary ventures filed for bankruptcy and eventually closed, there is still an open culinary business in Ponorogo, one of them is *Warung Sate Lego*. *Warung Sate Lego* is a new culinary business and is said to have been known and visited by people in the Ponorogo.

Warung Sate Lego is an original Ponorogo satai restaurant offering menus with different foods and characteristics. To gain profits, it is essential to keep good communication by giving satisfaction to the customers (Kotler, 1997).

Warung Sate Lego as a new culinary business which is aware of the advantages possessed by performing the activity of marketing communication through new media which in this case is social media. In its marketing communications *Warung Sate Lego* uses Facebook, Instagram, and Web. There have been many who open typical *Sate Ponorogo*, therefore it makes it that much more

cared. *Warung Sate Lego* executes business and ensures customers that they can enjoy their products, with its strategic location and providing delivery order service to the customers' address so that the customers more enjoy their products. *Warung Sate Lego* also makes the world's first online sate in which customers can order it from different areas.

Warung Sate Lego distinguishes itself with another satai vendor in terms of presentation, service, and the method to promote its products. In term of presentation, *Warung Sate Lego* serves its menus using hotplates. It also breaks for 15 minutes at Islamic prayers times. They do this as an attempt for employees and customers to carry out proper prayer time. They increase sales by its promotions using social media Facebook and Instagram as well.

The terms of trade and not leaving a prayer time has been explained in the Qur'an Surah Al-Jumu'ah : 9 as follows:

يَا أَيُّهَا الَّذِينَ آمَنُوا إِذَا نُودِيَ لِلصَّلَاةِ مِنْ يَوْمِ الْجُمُعَةِ فَاسْعَوْا إِلَىٰ ذِكْرِ اللَّهِ وَذَرُوا الْبَيْعَ ذَلِكُمْ خَيْرٌ لَكُمْ إِنْ كُنْتُمْ تَعْلَمُونَ

" O ye who believe! When the call is heard for the prayer of the day of congregation, haste unto remembrance of Allah and leave your trading. That is better for you if ye did but know" (Q.S Al-Jumuah:9)

Furthermore, this study focuses on Facebook and Instagram as online marketing communication media to increase sales in *Warung Sate Lego* Ponorogo. The results of the analysis of these studies are expected to find an effective marketing communication strategy for a culinary venture especially those that run in Ponorogo.

This is a function of the marketing communication where sellers pay attention

to a good strategy to market its products so that there will be good feedbacks from customers. Therefore, building trust through the introduction of the product in details and providing contact person are important so that customers are more confident and are able to communicate directly to obtain more precise information. Thus, the formulation of problem in this research is how are social media facebook and instagram as communication strategy of Islamic marketing in increasing sales?

Literature review

Marketing Communications and Marketing Mix

Marketing communications can be defined as marketing activities with the techniques of communication which aims in providing information to the audience so that the company's goals are achieved as to the occurrence of increased income over the use of the service or the purchase of products offered. Marketing in managerial definition is called the art of selling products, but the most important part of marketing is not selling, because selling is the tip of marketing (Kennedy, 2006).

From some understandings of the above definition, it can be concluded that marketing communication is a communication activity undertaken by buyers and sellers who are very helpful in making decisions in the field of marketing, and direct exchange to be more satisfactory by way of awaken all parties to do better.

Marketing includes exchanges, where marketers and customers give each other something valuable, so that each party gets its specific benefits. The marketing mix has four components in marketing consisting of 4P (product, price, place, promotion). Meanwhile,

the basic instrument used to achieve the purpose of marketing communication is called promotion mix, which consists of advertising, sales promotion, direct marketing, and public relations.

Advertising is any form of nonpersonal communication about an organization, product, service, or idea paid by a particular sponsor (Morissan, 2010). The agency's advertising objective is to sell so that its content must be able to minimize weaknesses and maximize strength. Advertising done at *Warung Sate Lego* is by promoting its products through social media, because it can cover a broader target.

Sales Promotion is a form of direct persuasion through the use of various measurable incentives to stimulate the purchase of the product immediately and increase the amount of goods purchased by the customer. Sales promotion is also a marketing activity that is expected to affect directly to consumers to buy company products. Although this sales pitch has a rapid effect on purchases, it is limited by the unfavorable good, bad ads and ineffective salespeople. *Warung Sate Lego* follows the bazaar as one of their sales promotion so that people know Sate Lego product and can increase the purchase amount.

Direct Marketing is a marketing approach that is free in the use of distribution channels or marketing communications, which allows the company to have its own strategy in dealing with consumers. There is no intermediary in direct marketing such as when a company markets its products through distributors, retailers or wholesalers. So directly here means done directly between the company and the consumer. (Hermawan, 2012, p. 168)

Public Relations or community relations communications do thorough efforts of a company to influence the perceptions, opinions, beliefs, and attitudes of various groups on the company. In this case, *Warung Sate Lego* often holds events such as breaking fast together, eating free, making the race and so forth.

Marketing in Islam

Phillip Kotler (2004) defines marketing as a social process in which individuals and groups get something necessary and desirable by creating, offering and exchanging products and services that are freely valuable to others. Islamic marketing perspective is one form of good *muamalah* in trading justified in Islam. Marketing activities must be based on Islamic values and all transactions are avoided from things that are prohibited by the provisions of Sharia (Sunjoto, 2011, p.1)

According to the teachings of Islam, marketing activities must be based on Islamic values and the spirit of worship to God, trying as much as possible for the common welfare, not for the interests of the group or self interest. In a Shariah perspective, the marketing sector is a complementary sector of the permissible living which is done in the right way that is far from the wickedness.

In Surah Annisa (4) verse 29 Allah SWT says, which means:

“O those who believe! you shall not eat one another's treasures in a foolish way, except in the same kind of trading that is like the likes of you. And do not kill yourself. Truly, Allah is Merciful to you.”

With the above verse, we are able to know that all economic activity can be improved with the right trade or marketing efforts, which is far from *wickedness*.

Islam is a complete religion which means able to take care of all things in human life, to be the best solution in solving major human problems, able to balance the world and the hereafter, *habluminallah* and *habluminnannas*. There are several traits that make the Prophet Muhammad succeeded in doing business, namely; (1) *Shiddiq* (honest or true). In trading, the Prophet Muhammad has always been known as a marketer who is honest and true in informing his product. (2) *Amanah* (trustworthy). In this case, a marketer may not exchange good goods with bad goods. (3) *Fathanah* (intelligent). In this case, a leader who is able to understand, live and know the duties and responsibilities of business very well. (4) *Tabligh* (communicative) if a marketer must be able to convey the benefits of the product with an interesting without leaving the truth and truth. (Mubarak, 2017, p.8)

Social media

Social media is a website-based feature that can form a network and allow people to interact within a community. Social media is now widely used as a medium to disseminate or provide various information, ranging from political information, business, education, culinary, health, product promotion, entertainment, to religious activities.

Through social media we can perform various forms of exchange, collaborate and get acquainted in the form of writing, visual, and audio visuals that have positive and negative impacts. Some of the positive effects are; the more easy to interact with others, as a means of promotion, means of hospitality and entertainment facilities. Meanwhile, social media also has some deficiencies, including; lack of interaction with the outside world, social networking sites will make children and adolescents more selfish, easy to

misunderstand and become a new means of crime

Overview of Facebook

Facebook is a social networking service launched in February 2004 founded by Mark Zuckerberg with his roommate. The advantages of facebook are to facilitate users in establishing old friendships. We can reconnect with someone who has not met the way we know the name of his facebook account or his email address (Anggrahini, 2014, p.12). In addition, facebook services have a variety of features that are complete, namely; user profiles, notifications, status options, account settings, events, chats, wall, comments and group listings

Overview of Instagram

Currently Instagram users reach 45 million users in Indonesia (wartakota tribunnnews, 2017). from the many enthusiastic users of the instagram, so many business people use instagram as a marketing communication media.

The name which is derived from the overall sense of Instagram is based on the functions of this application. The word "*insta*" comes from the word "*instant*", while the word "*gram*" is derived from the word "*telegram*", in which the of the telegram itself are to send information to other people quickly. It is same with Instagram which upload photos using the internet so that the information presented can be accepted quickly. Therefore, Instagram comes from the word "*instant – telegraph*".

Instagram is an application that is used to share photos or videos by implementing a digital filter and it can be shared with a variety of other social networking services. The growing popularity of Instagram as applications to share photos, make many

online businessmen interested to promote their products via Instagram.

Instagram is one form of social networking that can be utilized as a direct marketing medium. Through Instagram, the products can be offered by uploading a short photo or video, so that potential customers can see the types of goods offered. Instagram has different features with other social media because it has some excellent features as follows; follower, camera, photo effects, photo titles, Arroba (@), Geotagging, Hashtag (#) likes (like). With social media, the promotional activities of satay lego succeeded in reaching target sales.

Research methods

This type of research is descriptive qualitative by knowing marketing communication strategy in Islamic perspective which is done *Warung Sate Lego* in increasing sales through facebook and instagram. *Warung Sate Lego* is one of the culinary businesses offering traditional satay food from Ponorogo. *Warung Sate Lego* was established in 2016 by Mr. Lambang Wijayanto.

The research location is in *Warung Sate Lego* located in Jl. Ahmad dahlan 53 East Legi Market, Ponorogo. *Warung Sate Lego* has branch in Surabaya. The subject of research is determined based on criteria (1) owner and manager of *Warung Sate Lego*. This is because the owner and manager of *Warung Sate Lego* regulate the company and determine the marketing program *Sate Lego*. (2) Staff of social media admin. This is because the staffs of social media admin run marketing program of *Warung Sate Lego* to achieve the target of the company.

The technique of data analysis is done by Milles and Huberman data analysis model (1994) which states that qualitative research analysis

consists of three stages: data reduction, data presentation, and conclusion.

Result and Discussion

Marketing programs are presented in the table below:

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No	Market Program	Implementation	Time Effectiveness	Reasons
1	Zakir Naik Event in UNIDA Gontor	4-Apr-17	Effective	Because most people who attended this event are people from out of town, and there were many people who wanted souvenirs Ponorogo namely chicken <i>sate</i> especially produced by <i>Warung Sate Lego (WSP) Ponorogo</i> .
2	<i>Grebeg Suro</i> Celebration in Aloon-Aloon	12-Aug-17	Ineffective	Since the booth was far from the location, the <i>Grebeg Suro</i> 's visitors rarely visited the booth.
3	Earth Cruising Trail #1 In Borang Field, Jenangan Ponorogo	10-Dec-17	Effective	Because <i>Warung Sate Lego</i> is one of the booths that provide d hygienic consumption as well as the booth was quickly seen by the trail participants.
4	Bakhtiar Nasir In Muhadiyah University Ponorogo	29-May-17	Effective	WSP served as the sponsorship by providing 650 rice box.
5	Ponorogo MTB Adventure (POMADE)	17-Sep-17	Effective	WSP served as the sponsorship by

	"Cruise Pedestal Sukun			providing 1.500 rice box
6	Olympiad Based on ITC SMA Muhammadiyah 1 Ponorogo	10-Feb-17	Effective	We served as the sponsorship by providing 400 rice box
7	Bright Kiddy Ponorogo	14-Sep-17	Ineffective	Cooking Class at Warung Sate Lego with 30 participants and the customers
8	Al-Hikmah Pulung Ponorogo	16-Sep-17	Effective	Cooking Class at Warung Sate Lego with 100 participants.
9	Promotion through social media Facebook & Instagram	Continued	Effective	Because it may cause awareness of Warung Sate Lego's sate products for larger audience.
10	Endorsement	Continued	Effective	Creating awareness on Warung Sate Lego's products so it will help increasing sales.
11	Promo and Discount	Sustained until now	Effective	It helps increasing sales

Marketing communication activities conducted in *Warung Sate Lego* aims to convey information and convince potential buyers to be interested in buying products of *Warung Sate Lego*. *Warung Sate Lego* marketing programs are direct selling (bazaar), sponsorship and promotion through social media facebook and instagram.

Direct Sale was done in the form of Bazaar. It had been conducted in event of Zakir Naik at UNIDA Gontor, Exploring the Earth Trail at #1 Borang Jenangan Yard, Ponorogo, Grebeg Suro Celebration at Ponorogo City Square in 2017. At the bazaar, visitors bought sate Ponorogo or brought it home as a souvenir. By participating in these events, *Warung Sate Lego* is able to foster the

trust of prospective customers who would like to order online using *WarungSate Lego's* delivery.

Sponsorship. The marketing strategy of *Warung Sate Lego* is to become a sponsorship at several events. On September 17, 2017, *Warung Sate Lego* served as one of the sponsorships at Ponorogo MTB Adventure (POMADE) 'Alas Sukun Explore', providing 1,500 rice box. Indirectly, the name of *Warung Sate Lego*, address, and the phone number are written in the box. Thus, when there are prospective customers who want to order the rice box, they will know where to go.

Promotion through social media such as Facebook and Instagram. Since the early 2016, *Warung Sate Lego* stall has been using social media to promote its products. Social media used for a promotion are Facebook, Instagram and Web. The customer can see the advertising of products, as well as a new menu which is posted online on *Warung Sate Lego* social media account. In order to improve the advertising through social media, *Warung Sate Lego* also lists their telephone number as well as the complete address in order to make it easier for future customers who would like to come directly to the location of *Warung Sate Lego*.

Endorsement. Since the marketing activities of *Warung Sate Lego* are more focused on social media, therefore *Warung Sate Lego* does the endorsements of several pictures of some people who eat at *Warung Sate Lego's* venue, then uploaded them to social media to make marketing activities more effective. It can help introducing the product to the customers, so it can increase the number of sales of *Warung Sate Lego's* products.

Promos and Discounts. Another offer of *Warung Sate Lego* as other marketing strategies

program is providing promos and discounts on certain events or holidays to attract customers. Promos undertaken by *Warung Sate Lego* are such as new menu, selfies photo competition while eating at *Warung Sate Lego*, etc. By doing this indirect marketing strategy through promos and discounts, *Warung Sate Lego's* customers may know the menus and finally buy the products.

It can be interpreted that the marketing strategy done by *Warung Sate Lego* is through social media which are Instagram and Facebook. By promoting their business using the social media aforementioned above, it can make the customers aware of *Warung Sate Lego's* existence. Moreover, using endorsement is deemed to be the most effective way in promoting their product. By using endorsement, it can make the customers interested in visiting the location of *Warung Sate Lego*.

Overview of marketing communications perspective of Islam using social media in *Warung Sate Lego* is done through the study of product, price, place and promotion.

Products are everything that a manufacturer can offer to be noticed, requested, searched, used, purchased or consumed by the market to meet the needs or wants of the market concerned. In this case, Satay Lego stalls posts various menus available through social media Instagram and Facebook for consumers to know the menu in *Warung Sate Lego*. In accordance with the nature of the Prophet Muhammad in business is *shiddiq* (trustworthy); the product marketed must be based on honesty, the product must be new and halal. The second character of the prophet is a mandate; products must be absolutely safe, reliable and good for consumers. The

third, *fathanah*; products offered is diverse that makes it different with other sate business and can meet the needs of consumers. Fourth, *tabligh*; products offered through social media are to attract the attention of consumers.

Price is the only component in the marketing mix that is categorized as revenue for the company. Price determination made *Warung Sate Lego* is influenced by several factors, including taste quality, service, quality of place, packaging and to whom this product is marketed. From marketing communication planning conducted at *Warung Sate Lego*, the market main target is family and young people. This refers to the reason to use Facebook with family goals, while Instagram is aimed more to the students or young people who always update culinary which is potentially more approachable. In Islamic reviews, the price factor must also be consistent with the guidance of the prophet that follows the characteristics of Prophet Muhammad SAW in the business that is; *Shiddiq*. The price determination of *Sate Lego* is based on honesty, in which the price is in accordance with the quality of the taste of the menu. *Amanah*; the price set on each menu is according to the quality taste so that it can be trusted by consumers. *Fathanah*; owner *Warung Sate Lego* is smart in determining the price of each menu in *Sate Lego*. It is tailored to the quality and presentation of the menu. *Tabligh* means in determining the price, it is communicative, which is combined between the qualities of the product with the service to create a good impression.

Place. With the information about the description of the location of the sale on the Facebook page and Instagram, it facilitates the public to know the existence of the store and can lead to trusting *Sate Lego*. In the

Islamic perspective, the marketing strategy of place should also be based on the nature of Prophet Muhammad SAW in business i.e. the first is *shiddiq*; It means in providing the place, it should be clean, tidy, and is comfortable place for the consumer as well as be honest, for example the real venue should be in accordance with the photo of the place published in social media. *Amanah*; Warung Sate Lego provides a comfortable and trustworthy place of safety. *Fathanah*; smart in determining the strategic place so it is easily visited by potential customers. *Tabligh*; owner Warung Sate Lego in designing the room is interesting enough to make a comfortable dining place.

Promotion is used by the company as an effort to convince consumers about the usefulness and superiority of the product offered. The promotion of Warung Satay Lego's products is done by installing banners, distributing brochures and SMS (short message service). However, promoting product is more effective by using social media, because social media is more practical, cheaper, and more reaching consumers. Judging from the nature of the Prophet Muhammad in the business, the promotion must be *shiddiq*, *amanah*, *fathonah* and *tabligh*. *Shiddiq* is being honest in providing information about satay lego products offered through promotional activities in social media. One of them is by promotion of new menu and menu promo in social media. *Amanah*; promotions are based on honesty and credibility attitude that match the promotion of product in social media. *Fathanah*; smart in doing promotion and looking for gap to be different from other effort in capturing target of market. *Tabligh*; communicative promotions can build trust of potential customers of Sate Lego.

The promotional activities conducted by *Warung Sate Lego* are by using social media which is described in more detail through marketing communication mix as follows:

Public Relations are an activity required by the company to gain publicity support for its business and create a good image of the brand name of the business. In this activity, Warung Sate Lego cooperates and establishes relationships with various elements of business. Social media admin has many interaction both personally with consumers, and also interact with various businesses, such as sponsoring activities, conducting activities in collaboration with Ponorogo community, cooking class with various schools, PJTKI, travel agency, holding a movie together, breakfasting together at the nearest mosque, *gotmil*, some events, free meals and more.

Sales promotion. *Warung Sate Lego* involves all activities that offer products to influence consumers and to encourage consumers to make purchases. Sales promotion which had been conducted in *Warung Sate Lego* was by providing menu promo, held the event on August 17th, free meal and seminar place by publishing it through social media Facebook and Instagram.

Direct marketing was done through social media as well as conventional ways. Direct marketing of *Warung Sate Lego* was done in a focused manner by doing direct promotion in accordance with the target. In this case, *Warung Sate Lego* thought that facebook is very supportive in these marketing communications activities by creating sponsored ads on facebook. By doing sponsored ads on facebook, *Warung Sate Lego* succeeded in targeting potential customers.

Advertising using social media is an indirect activity which with less cost, and shorter time. *Warung Sate Lego* promotes its products through social media facebook, Instagram and Web. The advantages of advertising through social media are mass advertising, meaning that the ad can reach a broader market. Here is the look of advertisement using social media:



Figure 1: Promotion with facebook



Figure2: Promotion with Instagram

Conclusion

There have been many marketing programs that have been used by *Warung Sate Lego*. Those are already good enough in building awareness of the product in the community and can increase sales of *Warung Sate Lego* products. The Marketing Programs done are such as sponsorship at several events in Ponorogo, holding seminars at *Warung Sate Lego*, bazaar around Ponorogo, hosting an event cooking class, giving promotions

and discounts, promoting products through social media and using endorsement and advertisement to improve sales.

The marketing mix used by *Warung Sate Lego* was by displaying the food menu through social media, determining the price of the menu in Warung satay based on the quality of flavor and presentation and packaging, then finding a strategic location to facilitate consumers who want to stop by at *Warung Sate Lego*, and promoting *Warung Sate Lego* by using social media like Facebook, Instagram and Web.

In the promotion strategy, *Warung Sate Lego* stalls used promotional mix such as Advertising, Direct marketing, Sales promotion, and Public relations. All promotional activities used by satay Lego stalls are through social media facebook, instagram, and the web, because by using social media, it can reach a broader target market.

In the perspective of marketing communication strategy of Islam used by *Warung Sate Lego* is based on Prophet Muhammad (SAW): *Siddiq* (Nature of Righteousness), *Amanah* (Trustworthiness), *Fathanah* (Smart), and *Tabligh* (Nature of Convey).

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