

ISLAMIC PERSPECTIVE DIGITAL MARKETING: BRANDING IMAGE OF COCONUT PRODUCTS TO CREATE LOYAL CUSTOMER IN SENTUL VILLAGE

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ABSTRAK/ABSTRACT

This research discusses the implementation of digital marketing on the brand image of coconut products to create customer loyalty in Sentul Village, Gading subdistrict in increasing sales volume through e-commerce platforms. This research aims to increase digital marketing knowledge and skills in Sentul village in managing coconut production, digital marketing strategies and online sales.

The research method used is descriptive qualitative. Respondents to this research include coconut farmers, village digital admins, village officials and coconut sellers in Sentul Gading village, Probolinggo Regency. The research results show that first there is a significant increase in coconut sales through digital marketing. Second: increasing people's insight and understanding regarding digital marketing, especially on social media, and also new innovations in the appearance of applications on their digital social media in the form of branding images after attending digital marketing training.

INTRODUCTION

Currently, digital marketing is entering a very fast trend towards changing consumer behavior. Digital marketing is an effective marketing innovation at this time.(Hurriyati, 2010).

Currently, product marketing can be done via the internet, social media and other forms of information technology. (Yanti Sandra Dewi et al., 2023)

Nowadays, seller and buyer meetings are no longer held in a traditional way, but in a modern way. This change in behavior will change all arrangements in trade and spending. This change represents a very broad opportunity for all products in cyberspace. One of them is coconut products.

You can find many coconut trees in sub-tropical areas, especially mountainous areas, including Sentul Village, which is an

area with highlands located on the slopes of Mount Argopuro. (Syaiful Suib et al., 2023)

The product that will be used as a social media for consumers is coconut with various variants that will be made into finished products. One of these products is VCO.(Jatiluwih Kabupaten Tabanan et al., n.d.) Looking at previous marketing results, their marketing is still traditional. Some of them still use traditional models, others are modern by utilizing information technology through social media, Instagram, WA, Telegram and other social media. Their promotion process uses social media as it is in promotion. Therefore, it is necessary to create promotions in an innovative form so that they can attract consumers' interest in buying them. The use of promotions in the form of branding image will form consumer behavior patterns which will give rise to various positive perceptions of the products

being offered. This is still not done optimally, they don't even know about product innovation. Promotions are limited to simply inputting visual images, so consumers are not interested in clicking on more details. (Kepada et al., 2021a).

In Islam, digital marketing is permitted provided that there are no prohibited elements. Some elements are not permitted in Islam, such as clear transactions, consent, mutual consent, no coercion, no gharar (deception) and others. Islam teaches humans to always continue to develop and innovate as long as they do not violate the rules that have been made and are contained in the Koran and Sunnah.

By knowing consumer patterns and behavior, marketers will know more about consumer perceptions in spending funds to fulfill consumer desires.

There are several studies that have been carried out before. Research conducted by Sujana, I. G. H. R. Analysis of the Workshop on Introduction to How to Make Virgin Coconut Oil to Support Peninjauan Village (2023). (Kadek et al., 2023)

Research conducted by Dewi, N. Y. S., Ghazali, M., Wardi, H. K., & regarding Analysis of developing the Coconut Oil Home Industry Through Product Packaging Innovation and Digital Marketing in Beleka Village (2023). This research discusses coconut oil analysis and digital marketing. The difference lies in the location and time of research, differences in problem formulation and problem objectives. (Dewa et al., n.d.)

Further research by Luthfi, H. on Analysis. Marketing Strategy to Increase Sales at CV Sebutret (Rubberized Coconut Fiber) Indonesia, Tambaksari Village, Wanareja, Cilacap (Doctoral dissertation, IAIN Purwokerto) (2021). This research discusses marketing strategies, the differences lie in the location and time of research, differences in problem boundaries. (Kepada et al., 2021b). From the various studies above, this research will focus on how branding image using digital marketing based on Islamic principles can attract consumers to buy the product, so

that it can make consumers loyal to the product being marketed.

THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

Branding image.

Tjiptono defines brand image as consumer confidence in the brand itself, in other words, an image of a product that exists in the consumer's mind. (Venessa & Arifin, 2017) Companies have competitors to be creative with their products, so that consumers like and buy them. In contrast to Kotler, the brand image is formed based on three things that will be effective in marketing this model product, first: a. conveying a single message to establish the product's character and proposed value. Second: .Convey the message in a different way, so that it is not confused with similar messages from competitors. Third: Sending emotional power so that it awakens the hearts and minds of buyers. (Manajemen & Keuangan, 2017)

On the other hand, Rangkuti (2002:2), explains that by saying a product is already included in the brand image. Someone says aqua, Honda, polygon, mercy and so on, including image brands. (Nor, 2014)

Digital marketing

Digital Marketing is a focused, measurable and interactive promotion of goods or services through the use of digital technology. The main goal of digital marketing is to promote company products, form preferences, and increase product sales traffic. Online marketing/internet marketing is another term for digital marketing. Digital marketing is very similar to traditional marketing. What is different is the device (tools) used. Why is a digital marketing strategy necessary for marketers? Marketers will lose opportunities and even business if they do not take advantage of technology. (Ahmad Luthfi, 2020)

At this time content marketing emerged as a tool to build brand authority and engage audiences in digital. The study explores the creation of engaging content, its distribution across digital channels, and the subsequent effects on customer acquisition and retention. Email marketing remains a staple in the digital marketing arsenal. (Ekonomika dan Bisnis Islam et al., 2022). The literature investigates best practices in email campaigns, content personalization, and their impact on customer relationships and conversion rates. With the ever-changing digital landscape, researchers are studying emerging strategies such as chatbots, virtual reality (VR), and artificial intelligence (AI) in marketing. This technological exploration offers insight into its potential impact on entrepreneurial ventures. (Naumenkova et al., 2019), (Yema Charista Zeldi et al., 2024)

RESEARCH METHODOLOGY

This research uses qualitative research to describe and make things easier for researchers using data collection techniques such as interviews, observation, documentation and literature study. This research was carried out in Sentul Village, Gading District, Probolinggo Regency, East Java Province. Data collection begins in July 2024 until December 2024. There are 2 hamlets in this village which are the focus of entrepreneurship. Source of research data. (Ismail Nawawi, 2013)

The types of data that will be collected include primary data sources, namely people who have plantations or coconut land, village youth, and village officials as stakeholders. Secondary data was obtained through literature study. (Sutrisno Hadi, 2000)

RESULTS AND DISCUSSION

The Sentul Village community consists of various professions ranging from farmers, laborers, factory workers, civil servants, honorary workers and other professions. The hamlets in Sentul Krajan,

Dandang make up the majority of residents. Sales activities They have carried out marketing on the products they sell with corn, rice and coconut products respectively. The majority of the population is Muslim, including farmers by profession.

Coconut farmers dominate various Krajan and Dandang hamlets. Almost every family has almost 100 coconut trees. This potential is very large if it is developed in the sector of managing raw material products into finished materials. This product can be in the form of drinks, herbal medicines, fertilizers, crafts and drying oil. In Islam, the digital marketing process is highly recommended in accordance with the verses of Surah Al-Baqorah regarding buying and selling and prohibiting usury. Which is done with like and like. The Sentul community, which is also predominantly Muslim, has implemented this marketing model.

The marketing process carried out by the Sentul Village community is still simple and traditional. There are some people who have carried out marketing using digital technology such as social media, Instagram and TikTok.

However, this is still done in a simple way. So their knowledge of digital marketing still requires intense understanding, in order to obtain maximum results from the products being marketed. In this context, the people of Sentul understand Islamic values, such as not being allowed to carry out marketing that discredits other people's goods, hoarding goods, and the existence of strong ties of friendship between residents through recitations and other religious activities.

At this time content marketing emerged as a tool to build brand authority and engage audiences in digital. The study explores the creation of engaging content, its distribution across digital channels, and the subsequent effects on customer acquisition and retention. Email marketing remains a staple in the digital marketing arsenal.

Apart from that, marketing really needs consumer confidence in buying products marketed by producers, which is called branding image. This image is really needed to attract public/consumer buying

interest in a product. Quoting from Tjiptono (2005:49). Companies must have creative products that are marketed so that consumers like and buy them. On coconut products in Sentul, the image branding has not yet appeared. Coconut products are still marketed simply, even though they have a KUBE (Joint Business Group). Marketing carried out by the public is only limited to offering it to consumers. After being offered it via the web, they wait to see whether the website will be read and opened by someone or a group? So with this website, people's products can be marketed globally. At this stage, people are well aware that selling their merchandise via digital platforms requires extra patience. Therefore, the KUBE group exists as a medium for friendship between fellow community groups to ask for information and a medium for sharing when selling coconuts. So this community is very interested in groups selling coconuts and other products.

Companies or MSMEs on a small company scale have competitors in all the products they produce, therefore there is a need for creativity and innovation in the products marketed by the people of Sentul. The training and socialization carried out by UNUJa students has opened up people's thinking horizons regarding marketing in cyberspace. (digital). The aim of this training and socialization is to provide comprehensive knowledge of products that will be marketed globally by the people of Sentul through Branding Image in the future.

With the existence of image branding which Kotler believes is based on 3 aspects, namely first: conveying a message in marketing a product so that the global community knows the characteristics of the product and the values contained in a product. This value can be composition, net, gross, and so on. Second: conveying the message in a way that is different from other products with the advantages that the product itself has. So that its products can differentiate from competitors' products. Third: an emotional approach by continuously informing through advertising, so that it will influence the thoughts and interests of buyers. Of these three

concepts, the application of coconut products in Sentul Village will provide more value and benefits to products marketed globally.

In another concept, explained by Rangkuti (2002:2) that the pronunciation of certain products in the digital world will spread widely and have meaning that will leave an impression on subsequent situations. For example; Buying water will lead to Aqua, because the Aqua brand was the first to introduce drinking water in the previous period. This can also be applied to the public in marketing coconut products with different brands from before. For example, Degan is young, kopyor and so on.

Digital Marketing in coconut products through Branding Image.

The concept of digital marketing is part of information technology, in conveying messages to the digital world. Promotion of coconuts in the world of marketing by taking focused, measurable and interactive steps for the people of Sentul. The community has the main goal in marketing its products, namely by mastering digital to promote products or services, build preferences and increase sales traffic. The people of Sentul have carried out digital marketing (online) through YouTube, Instagram, Twitter, Telegram and WhatsApp.

However, implementation in the marketing world is still very simple, which can be seen in digital media tools. The Sentul village community needs assistance in marketing their products, so that their products can be sold continuously. in the form of an online marketing strategy via email as the main support in accessing technology, people need to be trained to have an email account as the main opening in using digital applications. Currently, people still do not understand digital media, in fact they are very unfamiliar with the special tools in digital marketing applications.

The people of Sentul do not yet understand the branding image. The branding pattern in this brand aims to ensure that consumers have confidence

that the products they buy are of good quality and quantity in accordance with consumer expectations. In coconut products, the branding image is depicted as food and drinks that have multi-functions and benefits in the world of health. Coconut can be made and shaped into VCO oil, cooking oil, and other forms. In experiments in the last two months, it was clear that the global community was interested in buying coconut products through roadside stalls, super markets and ordering large quantities.

Image branding on coconut can be known as young coconut, degan, and coconut. In traditional society, coconut can also be used as an alternative treatment for cases of drunkenness and food poisoning. The value of the coconut content, which is rich in benefits in this branding, will be worth more than similar products. Trade marks (trademark marks) on coconuts can be used as special brands and are protected by law, because coconuts are special goods. Although some people are not aware of the value and content of coconut. The function of a trade mark with a brand name will protect the seller from various uses of that name. Apart from that, there is also what is called Copyright, which is a privilege protected by law to produce, regulate and sell the work they create. The copyright process for coconuts needs to be carried out to provide value to the product owner, because copyright is part of the branding image.

The branding image indicators for coconuts in Sentul village can be classified as follows. First: (Aker and Biel (2009:71). corporate image (a collection of associations) which consumers perceive about companies that make goods and services. This indicator, in coconut, is to shape the popularity, credibility and network of the company and the users themselves. The village head as regulators can create a network with village youth and digital marketing users to build the popularity of coconut with new innovations, for example VCO Sentul, or other brands. This indicator is important, so that the credibility of the product can be seen by users in cyberspace, that the product made has been tested. a series of processes that

do not contain danger, the existence of halal certification, NIB and so on. Product/consumer image indicators (poroduc image) are a set of associations that consumers perceive about a product or service Products in coconut can be explained that the attribute of coconut is projected as a health food or drink, there is a health guarantee through a BPOM permit.

User indicators (user image) are a set of associations that consumers perceive regarding users using goods or services. This indicator is the most important because it is the focus of the product that will be marketed and purchased by the user image. User image includes the user himself and social status. User image is the final tip of consumers' decisions in purchasing products. The user image of coconut is focused on consumers buying the product being sold to feel comfortable, known, always available, easy to find and of good quality and there is no doubt about its authenticity and reliability. The user image for coconuts in Sentul village has been projected and is in accordance with this concept, namely that coconuts are healthy, easy to find and very suitable for marketing without being limited by distance and goods that are easily damaged. The implementation of coconut products is VCO products.

The results of the manufacturing process regarding Virgin Coconut Oil (VCO) through digital marketing can include several findings regarding the effectiveness, strategy and impact of digital marketing in the context of this product. Some key points from the research could include:

1. Effective digital campaigns can increase awareness about VCO among consumers and expand market reach.
2. Content that educates consumers about the health benefits and use of VCO can increase consumer trust and interest
3. Evaluate the success of platforms such as Instagram, Facebook, and TikTok in increasing VCO brand visibility and engagement.

Virgin Coconut Oil (VCO) and coconut oil are obtained from fresh coconut meat without a heating process. Meanwhile, coconut oil is obtained from

coconut meat through a heating process. In recent years, VCO has gained attention for its health and cosmetic benefits. To optimally exploit market opportunities, an effective digital marketing strategy is essential.

This research shows that effective digital marketing for VCOs involves content marketing, social media, email marketing. For an optimal strategy, it must focus on creating relevant content, utilizing the right digital platforms, and increasing the credibility and attractiveness of the product. And this research can be used as a basis for a more targeted and efficient digital marketing strategy for VCO products.

CONCLUSION

Based on the description above, the author can conclude that the branding image of coconut is one of the plantation crops that can be utilized. Production carried out professionally and supported by digital technology through image branding will have a significant impact on society in the aspects of income, economic value, knowledge, economics and marketing management. The role of the village government as a regulator is a necessity as a supporting force for the community to improve their community's economy. If this is also financially supported, it will create superior human resources in various fields, especially coconut production with various variants through digital marketing (information technology).

Implikasi

1. Coconut Oil (VCO - Virgin Coconut Oil) has various implications for both health and industry. Here are some of the main implications of VCO: health, cosmetics, cooking and economic opportunities

2. Digital marketing has various important implications that affect businesses and consumers. Here are some of the main implications of digital marketing: global reach, cost effectiveness, personalization and relevance, interaction and engagement, competition.

Limitations and recommendations

1. Limitations: VCO (virgin coconut oil) or coconut oil which is sensitive to temperature, easily oxidizes and becomes damaged if not stored properly, requiring special attention in storage and packaging. Meanwhile, the limitations of digital marketing are fierce competition because many companies compete online, so it is difficult to stand out without a solid strategy and interesting content.
2. VCO (virgin coconut oil) recommendations improve the quality of production, packaging and storage while digital marketing recommendations use social media actively and develop interesting and quality content

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