

STRATEGY OF YOUNG ENTREPRENEURS IN BUSINESS DEVELOPMENT AND INCREASING SALES REVENUE OF INSAN BANDREK JAHE MERAH IN BANDAR SONO VILLAGE, BATU BARA REGENCY THROUGH SOCIAL DIGITAL MARKETING (FROM THE PERSPECTIVE OF MAQASHID SHARIA)

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Abstract. Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the national economy, requiring well-planned strategies for sustainable development. This study aims to analyze business development strategies and income growth from the perspective of *Maqashid Shariah*. The research focuses on the Insan Bandrek Jahe Merah product, with data analyzed using SWOT analysis. The findings indicate that the Insan Bandrek Jahe Merah business is positioned in Quadrant II of the SWOT diagram, with coordinates $X = 1.09$ and $Y = -0.1$. This placement suggests that the most appropriate business development strategy is diversification. Diversification can be implemented through product innovation, such as introducing new products suitable for consumption in hot weather or utilizing alternative raw materials. Additionally, another crucial strategy involves emphasizing the uniqueness of raw materials and obtaining business licenses to create differentiation from competitors. In terms of marketing, digital media promotion through Facebook Ads, Instagram Ads, TikTok, and e-commerce platforms is essential for expanding market reach. From the perspective of *Maqashid Shariah*, business development strategies must align with the principles of protecting religion (*deen*), property (*maal*), intellect (*aql*), life (*nafs*), and lineage (*nasl*), ensuring ethical and sustainable business growth.

Keywords: business development; social digital marketing; maqashid shariah; SWOT analysis

I. INTRODUCTION

Every business that is run, be it a business engaged in services or product sales, must have a goal to be achieved and realized. Whether the goal is to obtain maximum profit [1], or then expand the business in various regions. A business is established with the expectation that the business can exist and be sustainable [2]. So to maintain the existence and sustainability of the business, the right strategy is needed regarding business development and income generation [3]. Business development is a strategic step that can be taken by business people to improve the quality and competitiveness of the company. As is known that in this era of globalization, business competition is getting tighter. Therefore, business development is a must so that the business being run can sustain, and grow in a dynamic market. The importance of business development is not only related to the company's need to grow, but also a response to the rapidly changing business environment [4].

Increasing business income is the main goal for every business entity or business. Increased business revenue not only reflects the financial health of the business but is an indicator of the success of an implemented strategy [5]. In a dynamic and competitive business ecosystem, the ability to

continuously increase business revenue is the key to business sustainability and long-term business success [6]. To be able to increase business income does not only depend on the number of sales [7]. There are other aspects involved such as operational efficiency, then diversification of products or services, then implementation of effective marketing strategies, and utilizing emerging opportunities [8]. Companies are also required to have the agility to see emerging opportunities, respond to changing consumer needs and innovate continuously [9].

Marketing strategy has an important role in business success, therefore this sector has a big role [10]. Business success can be achieved by businesses that want to maintain and increase sales of the goods or services they produce [11]. Business strategy can be done by utilizing existing opportunities to increase sales and maintain the company's market position [12]. Thus, modern marketing strategies are very important to increase business profits. Established businesses must have a marketing strategy that can provide a clear and directed picture of what they will do to take advantage of every opportunity or opportunity in the target market [13] [14]. To get the right strategy can be done in various ways including conducting business analysis, surveys

and so on. One of the marketing activities that are widely carried out in today's digital age is marketing using social media. Many businesses today use various social media platforms for their marketing activities, which is a marketing strategy commonly known as social digital marketing [15]. During the pandemic, various MSME business sectors utilized social media as their marketing tool. Considering that social media is the youngest and cheapest tool for promoting businesses [16] [17]. So that more than 50 percent of MSMEs utilize social media as their promotional media. This can be seen in the following figure.



The use of Social Digital Marketing for MSMEs

Based on the figure above, it can be seen that almost half of the businesses with a percentage of 54.66 percent of businesses do marketing through social media. This shows that social media is one of the most popular platforms for business promotion or marketing. Given that social media is the easiest and cheapest media, everyone can reach and access it for business marketing [18].

This business marketing strategy through social media is also utilized by the Insan Bandrek Jahe Merah product business. Insan Bandrek Jahe Merah, a business started by a young entrepreneur located in Bandar Sono Village, is a business engaged in product sales. Since its inception, this business has been quite active in marketing through social media. However, marketing through social media has not been effective in developing the business and increasing their income. Because this business is also a business that has not been operating for a long time so it is still looking for and determining the right strategy to develop and increase their income. As initial observations made of the business, the author found that business finances were still unstable because the business income they received still fluctuated and even tended to decline. Because it is still new, the Insan Bandrek Jahe Merah product business started by the young entrepreneur is also still confused in implementing what strategies are effective, especially in marketing through social media so that sales increase until finally the business develops and is sustainable.

This research is here to answer and help formulate solutions to these problems by providing an overview of effective strategies to be implemented by young entrepreneurs of Insan Bandrek Jahe Merah products in order to increase income and develop business. Given that this business is a

youth startup and a local MSME business, its development must be encouraged.

Marketing strategy

Assauri (2013) defines marketing strategy as a set of goals, objectives, policies, and regulations that give direction to the company's marketing efforts over time, at every level, and through reference and allocation. This is especially true when companies face a constantly changing environment and fierce competitive conditions [19]. The opportunities and dangers posed by the environment must be taken into account when developing the best plan [20].

Marketing has the meaning of a series of processes and activities that include aspects of planning and implementing concepts, pricing, promotional efforts, and distribution of ideas, goods, and services to generate exchange activities that can help individuals or organizations achieve their goals [21]. Choosing the right marketing media is critical to business success, as it can have an impact on consumer satisfaction and the image of the company or product [22].

Business development

Development is used to get a result and test how effective the product is. However, effort is an activity by directing energy, mind, or body to achieve a work goal (action, initiative, endeavor, effort) to achieve something. This definition is as stated in the Big Indonesian Dictionary (KBBI) [23]. Fred R. David (2004) says that there are four different categories of strategies. Vertical integration strategies, which allow a business to control its distributors, suppliers, and competitors by means such as mergers, acquisitions, or establishing its own business entity. Intensive strategies, which require intense efforts to improve the company's competitive position through existing products. The Diversification Strategy, which is used for new products, has become less desirable. This is due to management constraints in managing the company's various activities. Survival Strategy, this strategy encourages companies to take rescue actions to prevent greater losses or bankruptcy [24].

Maqashid sharia

According to Ibn Ashur, maqasid sharia is the meaning or wisdom that comes from and is sourced in Allah SWT and appears in all or most of the decrees of Allah SWT. Muhammad Thahir Ibn 'Ashur, a well-known contemporary scholar after the era of ash-Syatibi, with the concept of *maqasid shari'ah* and *muamalah fii maaliyah*, divided the maqasid muamalat into five objectives, namely: *ar-rawaj* (circulation), *al wudhuh* (clarity/transparency), *al hifzh* (protection), *ats-tsabat* (stability), and *al 'adlu*. *Ar-rawaj* is defined as the movement of wealth through buying and selling to promote growth. Meanwhile, *al wudhuh* refers to wealth that is managed publicly and clearly, in accordance with the norms of accountability [25]. While *ats-tsabat* is understood to mean that this wealth is meant to encourage a high work ethic, the process of its management and development must be through halal and legal means. *Al-hifzh*, on the other hand, means wealth as a trust and deposit from Allah SWT that must be preserved and used in accordance with sharia provisions. *Al-adl* also implies that money must be handled fairly and without violating the rights of others. The five commonly

known principles of maqashid sharia are *hifz ad-din*, *hifz al-aql*, *hifz an-nash*, *hifz al-maal*, and *hifz an-nasl*. Each means protecting religion, protecting the mind, protecting the soul, protecting property, and protecting offspring [3].

II. RESEARCH METHODS

In this study the authors used qualitative and quantitative research methods, by combining SWOT analysis. Purposive sampling is the sampling approach used, and involves the deliberate selection of samples with a specific purpose. Bandar Sono Village, located in Batu Bara Regency, is the location of this research.

Sampling Technique

The sampling strategy used is purposive sampling [26], where the sample is selected specifically to reveal the essence and main points of the existing problem. The sample of this research is the business owner of Insan Bandrek Jahe Merah product. The reason for selecting this informant is because the *owner* is the one who knows the development of the business and related information. Furthermore, the workforce of the business, on the grounds that the workforce is a person who helps with business operations so that they have knowledge related to business development. Then the community as consumers who buy Insan Bandrek Jahe Merah products. The following shows information about the participants in this study.

Table 1. Research Participants

No.	Informant Initials	Description
1	US	Business owner
2	AN	Employees
3	FA	Consumer
4	FRS	Consumer
5	US	Consumer

Source: Researcher, 2024

Data Collection Technique

The methods or tactics used to collect data are known as data collection techniques. In relation to this study, the main data collected by researchers through observation serves as the source of research data. Observations or observations were made directly to the product business of Insan Bandrek Jahe Merah. Researchers came directly to the business location and observed important things related to the research topic. Then the researcher also collected data through an in-depth interview process with research participants. The research participants were asked a number of questions about the observational findings. The community, which consisted of customers who purchased the products, acted as research informants, who were people deemed qualified to address the research issues. The interviews were semi-structured, which means the interview questions were not too rigid, and open-ended, which means the researcher could ask a wide variety of questions. In addition, publications from various media relating to revenue generation and business development techniques were used to collect documentation studies.

Analysis Technique

The process of processing the data collected is known as data analysis. Data analysis in this study was conducted using SWOT analysis techniques. The ranking and weighing of SWOT factors is part of the quantitative analysis, which was conducted using a sample of five respondents from internal and external sources of the Red Ginger Bandrek Insan business. Three steps were taken in the quantitative SWOT analysis, which included:

1. Calculating the scores, weights and the total number of multiplication of scores with weights on each SME environmental factor.
2. Determine the x and y point values with SWOT quantitative analysis.

Performing the process of determining the position of SMEs in the SWOT quadrant based on points (x,y) [27].

III. RESULT AND DISCUSSION

Referring to interviews that have been conducted with resource persons, namely owners, employees and consumers of Insan Bandrek Red Ginger products, the SWOT analysis of these products includes *strengths*, *weaknesses*, *opportunities* and *threats* for business development in increasing revenue will be described as follows.

Strength

The strength aspects possessed by Insan Bandrek Jahe Merah products in their business operations both in terms of production and marketing are as follows.

- a. Raw materials come from natural products, red ginger bandrek products use raw materials that come from nature or natural. The raw materials used are also fresh raw materials.
- b. Not using chemicals, besides the raw materials used are natural raw materials, Insan Bandrek Red Ginger products also do not use chemicals in the production process. Not using nurses and other chemicals. so that red ginger bandrek insan products are very good for health.
- c. Quality raw materials, Insan Bandrek Red Ginger products use good quality raw materials that are not rotten and are still fresh.
- d. Strategic business location, Insan Bandrek Jahe Merah products are located in an easily accessible area, in a residential area that is crowded with people and busy with vehicle traffic. The business location is also visible and clearly displayed so that it is easily searched by the public.
- e. Already having halal certification, Insan Bandrek Jahe Merah products have been certified halal so that Muslim communities do not need to worry about consuming them and do not need to doubt the halalness of the product.
- f. Having a business license, Insan Bandrek Jahe Merah products have a business license so that the public or consumers do not need to doubt the product because it has official legality from the relevant agencies.
- g. Having sachetan products, Insan Bandrek Jahe Merah products are easily marketed to the public, and last longer for consumption.

Weaknesses

The weakness aspects owned by Insan Bandrek Jahe Merah products in their business operations both in terms of production and marketing are as follows.

- a. The price of the product is quite expensive when compared to manufactured products, because it uses good quality raw materials and is still produced manually, causing excessive costs and impacting the cost of goods sold.
- b. Limited production facilities and infrastructure, the owner does not have sophisticated technology in producing products. So that the production process is still carried out traditionally.
- c. The product owner of Insan Bandrek Jahe Merah has not advertised the product optimally on various social media platforms, such as Facebook and Instagram. This has only been studied and not implemented [28].
- d. Partnerships are still minimal, Insan Bandrek Jahe Merah products have not made maximum partnerships with other parties. Currently, Insan Bandrek Jahe Merah products can only enter one modern minimarket.
- e. The place of production is still attached to the place of residence. Insan Bandrek Jahe Merah Merah product does not yet have its own production site because it is better to have its own place for production effectiveness and efficiency.

Opportunity

The opportunity aspects owned by Insan Bandrek Jahe Merah products in their business operations both in terms of production and marketing are as follows:

- a. Partnership potential, currently the owner is trying to explore partnership opportunities with modern minimarkets so that Insan Bandrek Jahe Merah products can be marketed in modern minimarkets and the market becomes wider.
- b. The opening of financing for MSMEs from financial institutions. Financial institutions are currently very open to MSMEs that want to apply for financing. The opening of these opportunities means that Insan Bandrek Jahe Merah products can increase their business by applying for financing aimed at purchasing technology for the production process and so on.
- c. The development of technology and digitalization. The development of technology and digitalization is an opportunity for bandrek ginger meah products to market their products to various regions through existing social media and e-commerce platforms to reach a wider market.
- d. Support from the government such as the UMKM Office. With the support of the government for red ginger bandrek products, it has helped the development of the product through training and assistance provided.
- e. Cold weather conditions and frequent rain, when cold weather conditions and frequent rain result in a decrease in people's endurance so they need to consume drinks that can warm the body and increase

endurance. So that Insan Bandrek Red Ginger products have the potential to increase sales during the rainy season.

Threats

The aspects of threats owned by Insan Bandrek Jahe Merah products in their business operations both in terms of production and marketing are as follows:

- a. The number of competitors with similar products, it cannot be denied that products such as bandrek and red ginger drinks have been produced by many other producers. even these products are produced by well-known and well-known companies that have good branding.
- b. The price of the competitor's product is cheaper than Insan Bandrek Jahe Merah's product, this is because the competitor's product is processed with a more sophisticated machine so that the cost is also lower. Meanwhile, Insan Bandrek Jahe Red products are traditionally produced so that the costs incurred are also higher.
- c. In hot weather, Insan Bandrek Red Ginger products are less desirable and experience a decline in sales during hot weather conditions. Because when the weather is hot, people feel no need to consume bandrek drinks because they feel their bodies are fine.
- d. A decrease in consumer buying interest caused by a decrease in income due to unstable economic conditions. Moreover, if consumers are spending a lot, they will limit certain consumption.
- e. Rising raw material prices, sometimes there are times when the price of raw materials has increased due to scarcity or the raw materials available on the market are only a few so that the price of raw materials has increased. This makes the owner have to rack his brains to minimize costs without having to increase product prices.
- f. Fierce business competition, the number of competitors requires owners to innovate and improve operational efficiency.

The business development strategy of Insan Bandrek Jahe Merah in increasing product sales revenue can be achieved by analyzing the internal and external components shown in the SWOT matrix below.

Table 2: IFAS scoring of Red Ginger Bandrek Insan

No.	Internal factors	Weight	Rating	Score
Strength				
1	Raw materials come from natural products	0.09	3	0.30
2	No chemicals used	0.08	3	0.25
3	Quality raw materials	0.08	3	0.25
4	Strategic business location	0.07	3	0.21
5	Has halal certification	0.10	4	0.41
6	Have a business license	0.10	4	0.41
7	Has sachet products	0.10	4	0.38
Total		0.62		2.21

Weakness				
1	Product price is quite expensive when compared to similar products	0.05	2	0.10
2	Limited production facilities and infrastructure	0.08	3	0.23
3	Products have not been maximally advertised	0.07	3	0.21
4	Partnerships that are still minimal	0.08	3	0.23
5	The production site is still attached to the residence	0.10	4	0.35
Total		0.38		1.12

Source: Data processed by researchers, 2024

Based on table 2 above, the strength factor has a total score of 2.21. Meanwhile, the weakness factor obtained a total score of 1.12. Then the total IFAS is $2.21 + 1.12 = 3.33$.

Table 3. EFAS scoring of Red Ginger Bandrek Insan

No.	External factors	Weight	Rating	Score
Opportunity				
1	Partnership potential	0.09	3	0.28
2	Open financing for MSMEs from financial institutions	0.08	3	0.26
3	Technology development and digitalization	0.10	4	0.39
4	Support from government such as the UMKM Office	0.11	4	0.42
5	Cold and rainy weather conditions	0.09	4	0.34
Total		0.47		1.69
Threats				
1	The number of competitors with similar products	0.10	4	0.36
2	Competitor's product price is cheaper than Insan Bandrek Red Ginger product.	0.09	3	0.28
3	Hot weather	0.08	3	0.21
4	Decreased consumer buying interest caused by decreased income due to unstable economic conditions	0.08	3	0.24
5	Rising raw material prices	0.10	4	0.39
6	Intense business competition	0.08	3	0.31
Total		0.53		1.79

Source: Data processed by researchers, 2024

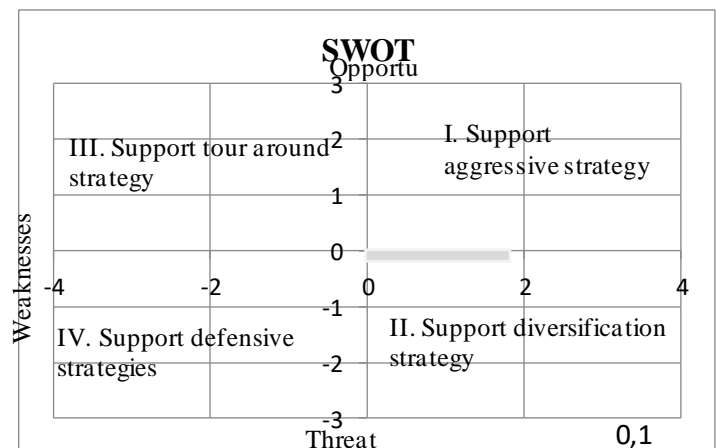
Based on table 3 above, the *opportunity* factor has a total score of 1.69. Meanwhile, the *threats* factor received a total score of 1.79. Then the total EFAS is $1.69 + 1.79 = 3.48$. Based on the IFAS and EFAS scoring results shown in table 2 and table 3, the IFAS and EFAS scores are obtained as follows.

Table 4. IFAS and EFAS scores

IFAS		EFAS	
Category	Total score	Category	Total score
Strength (S)	2,21	Opportunity (O)	1,69
Weakness (W)	1,12	Threat (T)	1,79
Total (S - W)	1,09	Total (O - T)	-0,1

Source: Data processed by researchers, 2024

Based on table 4 above, it can be detailed that the difference value between strength factors and weakness factors is 1.09. Meanwhile, the difference between the opportunity factor and the threat factor is - 0.1. Referring to table 4, it can be seen that the strength factor score is greater than the weakness factor. Meanwhile, the opportunity factor score is smaller than the threat factor. Therefore, the position of the marketing strategy to increase the income of product sellers Insan Bandrek Jahe Merah is in quadrant II, namely by implementing the S - T strategy, the SWOT coordinate is at point X = 1.09 and Y = - 0.1.



Source: Data processed by researchers, 2024

Figure 2. SWOT diagram

Referring to Figure 2 above, it can be seen that Insan Bandrek Jahe Merah's products are in quadrant II, which supports the diversification strategy. Which in the diagram shows that the business is experiencing many threats, but Insan Bandrek Jahe Merah products have internal strengths. So that the strategy implemented is to utilize strengths to overcome threats. The position of the business development strategy to increase revenue is in quadrant II, namely implementing the S - T strategy in the SWOT matrix as follows.

Table 5. SWOT Matrix

<p>IFAS</p>	<p>Strength</p> <ul style="list-style-type: none"> a. Raw materials come from natural products b. No chemicals used c. Quality raw materials d. Strategic business location e. Has halal certification f. Have a business license g. Has sachet products 	<p>Weaknesses</p> <ul style="list-style-type: none"> a. Product price is quite expensive when compared to similar products b. Limited production facilities and infrastructure c. Products have not been maximally advertised d. Partnerships that are still minimal e. The production site is still attached to the residence
<p>EFAS</p> <p>Opportunity</p> <ul style="list-style-type: none"> a. Partnership potential b. Open financing for MSMEs from financial institutions c. Technology development and digitalization d. Support from government such as the UMKM Office e. Cold and rainy weather conditions 	<p>S - O strategy</p> <ul style="list-style-type: none"> a. Establish partnerships with shops, coffee shops and restaurants to expand your market reach. b. Use your business license to access financing to expand your business c. Develop online marketing effectively 	<p>W - O strategy</p> <ul style="list-style-type: none"> a. Utilize financing to overcome limited facilities and infrastructure b. Increase the number of partnerships by collaborating with stores, retailers, and others. c. Utilize e-commerce, fb ads and ig-ads for marketing d. Offering promo packages and discounts to overcome higher product prices
<p>Threats</p> <ul style="list-style-type: none"> a. The number of competitors with similar products b. Competitor's product price is cheaper than Insan Bandrek Red Ginger product. c. Hot weather d. Decreased consumer buying interest caused by decreased income due to unstable economic conditions e. Rising raw material prices f. Intense business competition 	<p>S-T strategy</p> <ul style="list-style-type: none"> a. Promote the advantages of raw materials to show differentiation from competitors' products b. Take advantage of strategic locations to increase product availability in local markets, minimarkets, shops, and traditional markets. c. Developing new products that can be enjoyed even in hot weather d. Product diversification is developing new products with alternative raw materials. e. Utilize business licenses to enter the e-commerce market to reach new consumers 	<p>W - T strategy</p> <ul style="list-style-type: none"> a. Improve production efficiency so that product prices can be reduced b. Enhance partnerships to face fierce business competition c. Improve marketing and promotions to overcome declining consumer buying interest d. Consider product diversification that suits hot weather conditions, such as cold beverage variants e. Add value to the product, for example by introducing attractive packaging or improving the quality of customer service, so that consumers feel the price paid is worth it.

Based on the results of the SWOT cartesius diagram, the stage that must be carried out is diversification, namely implementing the S-T strategy in the SWOT matrix. The S-T strategies are:

- a. Promote the advantages of raw materials to show differentiation from competitors' products
- b. Take advantage of strategic locations to increase product availability in local markets, minimarkets, shops, and traditional markets.

- c. Developing new products that can be enjoyed even in hot weather
- d. Product diversification is developing new products with alternative raw materials.
- e. Utilize business licenses to enter the e-commerce market to reach new consumers [29].

In today's digital era, marketing done through social media or social digital marketing is quite effective. Marketing through social media is a highly efficient approach to increase visibility and facilitate business expansion by utilizing online channels

including social media and e-commerce [30]. Marketing through social media becomes more efficient because it reduces costs but can expand market reach, this approach allows businesses to effectively target a wider and more diverse range of consumers [31].

Based on the results of the SWOT analysis that has been carried out, the strategy that must be carried out by the Red Ginger Bandrek Insan business is a diversification strategy, namely implementing the S-T strategy in the SWOT matrix. The strategy is to promote the advantages of the raw materials used. In addition, it is to take advantage of strategic locations to increase product availability in markets, minimarkets, and shops. Then another strategy is to develop products that can also be enjoyed and in demand during hot weather. Then the last is to utilize business licenses to enter the e-commerce market to reach new consumers. For the new strategies mentioned above, Insan Bandrek Jahe Merah has not implemented them as a whole and has not been maximized. The promotions carried out by Insan Bandrek Jahe Merah still seem ordinary and do not emphasize product excellence. In addition, the business owner of Insan Bandrek Jahe Merah also pointed out that marketing through digital media has not been done optimally. This is also one of the weaknesses of Insan Bandrek Jahe Merah. In this age of digitalization, many businesses are flocking to advertise their products, but Insan Bandrek Jahe Merah is only at the stage of learning this. Because some studies mention that marketing through digital media affects business development and increases sales [32], [33], [34]. Meanwhile, the goods supplied to minimarkets as well as markets and shops are not too many. Moreover, if you want to put goods into minimarkets, there must be licensing and so on. While marketing to e-commerce platforms this has not been done at all.

Based on the SWOT analysis that has been carried out, it also appears that the Red Ginger Bandrek Insan business is in quadrant II in the SWOT diagram and the strategy that must be carried out is a diversification strategy. This diversification strategy can be done with product innovation, namely making new products that are suitable for enjoying in hot weather. In addition, product innovation by using *alternative* raw materials. Another strategy that can be done is to promote the advantages of raw materials and business licenses to show differentiation from competitors' products. Regarding promotion, this goes back to marketing through digital media which can be done through *Facebook ads, Instagram ads, TikTok to e-commerce*. Branding needs to be built by showing the superiority of the product in terms of the raw materials used. The right tagline also needs to be done to support product branding so that the core or advertising message is conveyed to the public. To build product branding, digital media is the most appropriate media to use. This is as stated in Purwiantoro's research that social media is the right media to build product *branding* [35] [36].

However, the implementation of digital social marketing and business development must be in accordance with the principles of maqashid sharia in Islam. The ideals mentioned above include the protection of religion, property, intellect, soul and offspring. A business development strategy that is compatible with safeguarding religion involves adhering to

sharia principles in all aspects of business operations. The business must ensure that it sells halal products and services that do not contradict Islamic law. In its implementation, the strategy carried out by the owner and employees of Insan Bandrek Jahe Merah does not forget the obligation to worship Allah SWT. In addition, Insan Bandrek Jahe Merah's products have also been certified halal, which is a form of protecting religion in terms of maqashid sharia. Because basically humans were created with the aim of worshiping Allah SWT [37]. This is found in surah Al-Dzariyat verse 56:

وَمَا خَلَقْتُ الْجِنَّ وَالْإِنْسَ إِلَّا لِيَعْبُدُونِ

Meaning: "I did not create the jinn and mankind but that they should serve me"

Furthermore, to safeguard wealth, business development strategies must prioritize the principles of justice and responsibility in every financial and trade transaction. This includes transparent and fair transactions. In this regard, Insan Bandrek Jahe Merah has done its financial bookkeeping well. As it is known that every transaction of accounts payable and receivable and others must be recorded. This is as stated in the Al-Quran surah Al-Baqarah verse 282 regarding financial records and debts and credits [38]. Next, the aspect of maintaining reason in business development involves providing education and correct information to consumers. The information provided must be true in accordance with the condition of the products sold, and not manipulative. If we look at Insan Bandrek Jahe Merah Business, they have done it right in that in the promotion of this business, they convey honestly and openly about product information. There are no lies, manipulative and so on. This is in accordance with what Allah says in the Quran to be honest in trading, trading or buying and selling. This is very clearly explained in several verses related to the implementation of the scales [39]. This is explained in surah Al-An'am : 152

وَأَوْفُوا الْكَيْلَ وَالْمِيزَانَ بِالْقِسْطِ

Meaning: "And perfect the measure and weigh justly"

The aspect of protecting the soul in maqashid sharia is that business development strategies must ensure that the products or services offered do not harm the physical or mental health of consumers. If seen in the Red Ginger Bandrek Insan business, the products they sell are products that are good for health and increase endurance, not damaging the physical or mental health of someone who consumes these products. Furthermore, business development strategies related to maintaining descent involve social responsibility where businesses must avoid promoting products or services that can damage morals.

To incorporate digital social marketing into maqashid sharia, companies should prioritize developing content that complies with Islamic criteria, using technology judiciously and forging ethical partnerships. Maintaining transparency in communications and using fair marketing methods are essential to ensure that all transactions are conducted ethically and in accordance with Islamic principles. By implementing maqashid sharia-compliant initiatives, companies can not only achieve

sustainable growth but also positively impact the general welfare of society. By adopting this strategy, the company not only increases consumer trust and loyalty, but also builds its reputation as an organization that strictly follows high ethical and moral standards.

IV. CONCLUSIONS

Based on the SWOT analysis that has been carried out, it can be concluded that the Red Ginger Bandrek Insan business is in quadrant II in the SWOT diagram with point X = 1.09 and point Y = -0.1. The quadrant shows that the business development strategy that needs to be done is a diversification strategy. Strategies that need to be carried out include promotions that focus on the advantages of raw materials to show differentiation with competitor products, utilizing strategic locations to increase product availability both in local markets, minimarkets, shops, and traditional markets. Another strategy is to develop new products that can be enjoyed even in hot weather. Furthermore, product diversification is developing new products with alternative raw materials and utilizing business licenses to enter the e-commerce market to reach new consumers. Regarding promotion, this goes back to marketing through digital social media which can be done through Facebook ads, Instagram ads, TikTok to e-commerce. Branding needs to be built by showing the advantages of the product in terms of the raw materials used. The right tagline also needs to be done to support product branding so that the core or advertising message is conveyed to the public. To build product branding, digital media is the most appropriate media to use. Furthermore, in terms of maqashid sharia, the stage of business development and marketing carried out must fulfill the principles of maqashid sharia, namely the protection of religion, property, reason, soul, and offspring. To include digital social marketing in maqashid sharia, companies must prioritize developing content that meets Islamic criteria, using technology wisely, and establishing ethical partnerships. Maintaining transparency in communications and using fair marketing methods are essential to ensure that all transactions are conducted ethically and in accordance with Islamic principles.

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