

BUSINESS DEVELOPMENT STRATEGY OF INSAN BANDREK RED GINGER FROM THE MAQASHID SHARIAH PERSPECTIVE

Sri Wahyuni ^{a*)}, Muhammad Arif ^{a)}

^{a)} Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

^{*)} Corresponding Author: sriwahyunai31@gmail.com

Article history: received December 10, 2024; revised January 21, 2025; accepted February 05, 2025

DOI: <https://doi.org/10.33751/jhss.v8i3.11574>

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 must have a goal to be achieved and realized, namely obtaining maximum profit or business expansion. A business is established with the expectation that the business can exist and be sustainable[1]. In a dynamic and competitive business ecosystem, the ability to continuously increase business revenue is the key to business sustainability and long-term success[2]. To be able to increase business income does not only depend on the number of sales[3]. There are other aspects involved such as operational efficiency, then diversification of products or services, then implementation of effective marketing strategies, and capitalizing on emerging opportunities[4]. Companies are also required to have the agility to see emerging opportunities, respond to changing consumer needs and innovate continuously.[5]

Marketing strategy has an important role in business success, therefore this sector has a big role[6]. 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 era is marketing using social media. Many businesses now use various social media platforms for their marketing activities, which is a marketing strategy commonly known as social digital marketing[7]. During the pandemic, various MSME business sectors utilize social media as their marketing tool. Given that social media is the easiest and cheapest tool to promote a business. So that around 40 percent of MSMEs utilize social

media as their promotional media. This can be seen in the following figure:

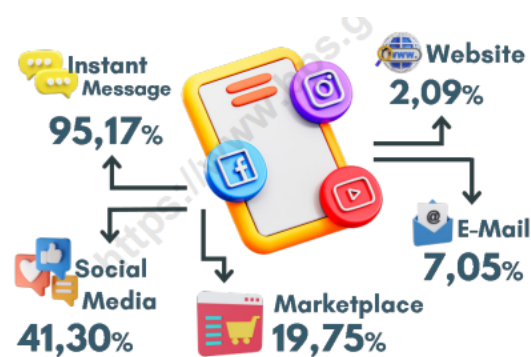


Figure 1. Percentage of eCommerce Businesses by Sales Media in 2022

Source: Central Bureau of Statistics, 2022

Based on the figure above, it can be seen that almost half of the businesses with a percentage of 41.30 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. [8]

This business marketing strategy through social media is also utilized by Insan Bandrek Jahe Merah. The Insan Bandrek Jahe Merah business was started by a young entrepreneur whose owner is an individual who is still in his 20s. This business, located in Bandar

Sono Village, is one type of 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 the initial observations made of the business, the author found that the business finances were still unstable because the business income they received still fluctuated and even tended to decline. This can be seen from the following data.

Table 1. Business Income of Red Ginger Bandrek Insan

Year	Revenue
2021	183.600.000
2022	108.000.000
2023	163.000.000

Source: Owner of Insan Bandrek Jahe Merah

Based on the information in the table above, it appears that the amount of business income of red ginger bandrek people fluctuates. Even the income received in 2022 and 2023 is still much lower than the income received in 2021. Because it is still new, the Red Ginger Bandrek Insan product business pioneered 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.

There are several studies that have analyzed business development using SWOT analysis. The research was conducted by [1], [3], [4], [6]. These studies only analyze business development using SWOT analysis. Among these studies there is a void where no one has analyzed with the Maqashid Syariah approach. In addition, this research also features qualitative research results in the form of interview excerpts that have not been done in previous studies. Therefore, this research comes with the aim of analyzing business development strategies and increasing income based on the Maqashid Sharia perspective. The implication of this research is to formulate effective solutions related to 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

Marketing strategy as a set of goals, objectives, policies, and regulations that give direction to a company's marketing efforts over time, at every level, and through reference and allocation. This is especially true when the company faces a constantly changing environment and fierce competitive conditions [9]. The opportunities and dangers posed by the environment must be taken into account when developing the best plan [10], [11].

Marketing means 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. 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 [8], [12].

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).

Fred R. David in research conducted by Fuadi et al (2023) says that there are four different categories of strategies. Vertical integration strategies, which give a business the possibility 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 the company to take rescue actions to prevent greater losses or bankruptcy.

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 [14]. Muhammad Tahir 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. 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 lawful means [15]. 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 should 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 [16].

Social Digital Marketing

Social Digital Marketing theory is a concept that combines digital marketing principles with social elements in order to build closer interactions between businesses and their consumers. This theory is rooted in community-based and word-of-mouth marketing approaches, where social engagement is a major factor in shaping brand awareness, customer loyalty, and purchasing decisions. According to Kaplan and Haenlein (2010), social digital marketing utilizes social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to create two-way communication that is more interactive than traditional marketing. This approach is supported by the concept of social influence theory, which emphasizes how individuals are influenced by the opinions and behaviors of others in a digital environment. In addition, social digital marketing theory is also closely related to customer engagement theory, which states that customer involvement in the brand communication process can

improve customer experience and strengthen long-term relationships between businesses and their consumers.

II. RESEARCH METHODS

In this study the authors used qualitative and quantitative research methods, by combining SWOT analysis. Qualitative research methods aim to understand phenomena in depth by exploring the meanings, perceptions, or experiences of individuals and groups in a particular context. Meanwhile, quantitative research methods focus on measuring variables that can be tested statistically. Quantitative research uses numerical data collected through surveys, or secondary data[17]. Bandar Sono Village, located in Batu Bara Regency, is the location of this research.

Sampling Technique

The sampling strategy for the quantitative method used a purposive sampling technique (Bhardwaj, 2019), which selects respondents who have relevant insight or experience into the internal and external conditions of the business. The respondents selected included business owners, employees, and customers. The number of respondents taken was 5 people. Meanwhile, the research informants for the qualitative method interviewed consisted of business owners, workers, and consumers. The reason for selecting these informants is because the owner or owner is the one who knows the development of his 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 2. 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[18]. For the qualitative method used, data collected by researchers through observation serves as a source of research data. Observation or observation carried out directly on the business of Insan Bandrek Jahe Merah product. Researchers came directly to the business location and observed important things related to the research topic. Then the researcher also collected data through an interview process conducted in depth with research informants. The research participants were asked a number of questions about the observational findings. The public, consisting 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.

Meanwhile, the data collected for the quantitative method used was obtained through a questionnaire. The questionnaire contained 23 questions that were distributed through a google form link. The questions asked contained the four aspects of SWOT, namely *strengths*, *weaknesses*, *opportunities*, and *threats*. The questionnaire used a Likert scale that allows respondents to rate a statement or question based on their level of agreement or satisfaction. The scale used is 1-4 with details of 1 for Strongly Disagree assessment, 2 for Disagree assessment, 3 for Agree assessment, and 4 for Strongly Agree assessment.

Analysis Technique

The process of processing the data collected is known as data analysis. The first stage of data analysis for qualitative methods is interview transcription, where interview recordings are converted into written text to make them easier to analyze. After that, data reduction is carried out, which is the process of filtering information that is relevant to the research focus, such as strengths, weaknesses, opportunities and threats. The next stage is data coding, which is grouping information based on SWOT categories. In this stage, keywords or main themes from the interviews were classified, opinions on product quality were categorized as strengths, while complaints about production and distribution constraints were included in weaknesses. After coding, a thematic analysis was conducted, identifying patterns that emerged in each category, i.e. respondents mentioned competition as a major challenge, then it can be considered a major threat. The next step was data interpretation, where the results of the interviews were compared with theory or previous findings to draw conclusions. [19]

Meanwhile, data analysis for quantitative methods was carried out using SWOT analysis techniques. After the interview coding was carried out, a classification of themes appeared according to the SWOT category, namely strengths, weaknesses, opportunities and threats. Furthermore, the researcher made a list of questions according to the results of the interviews conducted. After the questionnaire data was collected, it was further analyzed based on the ranking and weighing of SWOT factors, which was carried out using a sample of five respondents from internal and external sources of the Red Ginger Bandrek Insan business. Three steps are taken in quantitative SWOT analysis, which include:

1. Calculating the scores, weights and the total number of multiplication of scores with weights on each SME environmental factor.
2. Determining the x and y point values with SWOT quantitative analysis.
3. Perform the process of determining the position of SMEs in the SWOT quadrant based on the point (x,y) [20]

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

Referring to the results of interviews conducted with research participants, it was found that one of the advantages of red ginger bandrek products is quality raw materials and natural ingredients. In addition, the ingredients used also do not contain chemicals. This is contained in the following interview excerpt.

"Yes, the ingredients used are genuine, there are no chemicals or preservatives used, we buy them directly from the market, and then choose good quality ingredients."

The advantages of the red ginger bandrek business are also expressed by one of the consumers in the following interview excerpt.

"The product is good, it feels like the ingredients used are natural. The products are also easy to find, there is a tax near here, and this outlet is also easy to find, it's located on the side of the highway."

So based on the results of interviews conducted with business owners and consumers and observations made, the following are detailed regarding the strength aspects of Insan Bandrek Jahe Merah products.

- 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 relevant agencies.
- g. Having sachetan products, Insan Bandrek Jahe Merah products are easily marketed to the public, and last longer for consumption.

Weaknesses

After conducting interviews with consumers, there are several weaknesses in the red ginger bandrek product. The following is an excerpt from the interview.

"If this red ginger product can be bought again, although the price is more expensive than the others. But because it tastes better here, the ginger is more pronounced, so it's okay."

Another weakness of the product was also revealed by the owner. The owner said that there are still relatively few partners who cooperate with insan bandrek red ginger products. This can be seen in the following interview excerpt.

"One of the obstacles is still limited to partners, our partners are still not too many."

Referring to the results of these interviews, it can be seen that there are several weaknesses of the ginger bandrek insan product. The weaknesses of insan bandrek ginger merah business were also found by researchers during observations. The aspects of weaknesses owned by Insan Bandrek Ginger 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 red ginger bandrek business has the potential and opportunity to grow, this is based on observations made by the author. In addition to the observations made, the author also found business opportunities from the results of interviews conducted. The interview excerpts are as follows.

"Yesterday, I participated in the assistance from the UMKM Office. So we received assistance from the UMKM Office. They told me how to market through digital, how to apply for a business license..."

So based on the results of these observations and interviews, the following is detailed regarding the opportunity aspects of the Red Ginger Bandrek Insan product:

- 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

Based on the results of interviews conducted with business owners, several obstacles were found to be a threat to the red ginger bandrek business. The interview excerpts are as follows.

"Our obstacle is the price of staples, sometimes the stock is running low in the market so the price of staples is more expensive"

"We also have many rivals, even their products are better known to the public, and the price of their products is also cheaper than ours" So with the results of these interviews and observations made, 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:

- 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.
- 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.
- 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.
- A decrease in consumer buying interest is caused by a decrease in income due to unstable economic conditions. Moreover, if consumers are spending a lot, they will limit certain consumption.
- 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.

- 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 SWOT matrix below.

Table 3: 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 Chemical 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	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
Tota		0.38		1.12

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 4. 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	0.08	3	0.24

Source: Data processed by researchers, 2024

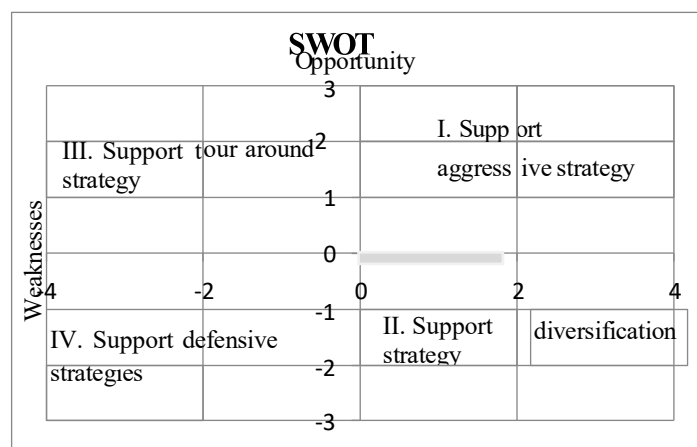
	income duet o unstable economic conditions			
5	Rising raw material prices	0.10	4	0.39
6	Intense business competition	0.08	3	0.31
Total		0.53		1.79

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.

IFAS		EFAS	
Category	Total Score	Category	Total Score
Strenght (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



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>EFAS</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>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 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].

After making direct observations by visiting the red ginger bandrek insan outlet and interviews conducted with business owners, the following is a description of the red ginger bandrek insan business operations when viewed in the view of maqashid Sharia.

- a. In keeping with religion, red ginger bandrek sells halal products that have been certified, and no religious provisions are violated.
- b. Safeguarding assets, Insan Bandrek Jahe Merah has done good financial bookkeeping.

- c. Keeping reason, in the promotion of this business conveys honestly and openly about product information and does not lie to consumers.
- d. Protecting the soul, Insan Bandrek Red Ginger products are good for health and increase endurance.
- e. Preserving offspring, entrepreneurship can fulfill the needs of the family.

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

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 mentioned 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 several studies have found that marketing through digital media affects business development and increases sales[21], [22], [23]. 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 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 the research[24], [25], [26] that social media is the right media to build product branding.

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[27]. This is contained 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 accounts payable[28]. 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[29]. This is explained in surah Al-Ap'lam : 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. While the results of interviews and observations have been carried out, it was found that there are several strengths, weaknesses, opportunities and threats from the red ginger bandrek business. Among the strengths is that the product uses quality, natural ingredients and no preservatives. The weakness is that the product price is more expensive and there are several other weaknesses. While the opportunities for this business are getting support from the government, and other opportunities. Meanwhile, the threats are intense competition with competitors and several other threats. Furthermore, in terms of maqashid sharia, the business development and marketing strategies 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 communication and using fair marketing methods are essential to ensure that all transactions are conducted ethically and in accordance with Islamic principles.

REFERENCES

- [1] W. Widiyarini and Z. F. Hunusalela, "Marketing Strategy Planning Using SWOT Analysis and QSPM in an Effort to Increase Sales of T Primavista Solusi," *JABE (Journal Appl. Bus. Econ.)*, vol. 5, no. 4, p. 384, 2019, doi: 10.30998/jabe.v5i4.4186.
- [2] D. Lestari, Masruchin, and F. Nur Latifah, "Implementation of Sharia Marketing Strategy at Umkm Franchise Pentol Kabul in Increasing Revenue," *J. Tabarru' Islam. Bank. Financ.*, vol. 5, no. 1, pp. 216-229, 2022, doi: 10.25299/jtb.2022.vol5(1).9243.
- [3] A. Karim, T. Setyowati, and H. Hermawan, "Marketing Strategy Based on Swot Analysis as an Effort to Increase Revenue at Village-Owned Enterprises Karya Mandiri Village Balung Kulon Jember Regency," *Natl. Multidiscip. Sci.*, vol. 1, no. 3, pp. 234-335, 2022, doi: 10.32528/nms.v1i3.81.
- [4] N. V. Estefany, Masruchin, and F. N. Latifah, "Implementation of Sharia Marketing Strategy for UMKM Kampung Pia to Increase Community Income," *Syarikat J. Rumpun Ekon. Sharia*, vol. 5, no. 1, pp. 181-195, 2022, doi: 10.25299/syarikat.2022.vol5(1).9358.
- [5] I. Harahap and K. Tambunan, "The Effect Of SBI And SBIS As Monetary On The Indonesian Economy," *SHARE J. Ekon. and Keuang. Islam*, vol. 11, no. 1, pp. 1-19, 2022, doi: 10.22373/share.v11i1.8603.
- [6] E. Suryanti, H. Lesmana, and H. Mubarak, "Marketing Strategy Analysis to Increase MSME Revenue," *Permana J. Taxation, Management, and Accounting*, vol. 13, no. 1, pp. 60-72, 2021, doi: 10.24905/permana.v13i1.117.
- [7] E. B. Setiawan and R. W. Pahlevi, "Business Development Strategy of Angkringan Herbal Dewuyung by Using SWOT Analysis," *J. Ekon. Management, Business and Account.*, vol. 1, no. 1, pp. 11-22, 2022, [Online]. Available: <http://www.tjyybjb.ac.cn/CN/article/downloadArticleFile.do?attachType=PDF&id=9987>
- [8] S. Hasan, K. Adha, and U. Yerkania, "Feasibility and improvement strategies for social media as a marketing medium for culinary MSMEs during the Covid-19 pandemic Case study: Bangkinang City, Kampar, Riau," *J. Ilm. Econ. and Business*, vol. 19, no. 2, pp. 191-200, 2022.
- [9] T. H. Suryatman, M. E. Kosim, and G. Eko, "Marketing Strategy Planning With Analysis Swot In Effort To Increase Sales Of Adidas Shoe At PT Panarub Industry," *J. Ind. Manuf.*, vol. 6, no. 1, pp. 43-56, 2021.
- [10] R. N. Pradini, "Development Strategy of Village-Owned Enterprises (Bumdes) in Kedungturi Village, Sidoarjo Regency," *J. Government. And Public Security (JP and KP)*, vol. 2, no. 1, pp. 57-67, 2020, doi: 10.33701/jpkp.v2i1.1000.
- [11] F. S. Fitriani, R. D. Harahap, and Nurlaila, "The Development of MSMEs in Indonesia: The Role of Accounting Understanding, Information Technology and Accounting Information Systems," *Own. Ris. and J. Account.*, vol. 7, no. 3, 2023.
- [12] V. H. Fraya, A. A. Tarigan, and Y. S. Juliati, "Consumerism in Islamic Perspective," *J. Transform. (Islamic Stud.)*, vol. 4, no. 6, pp. 10024-10034, 2020, Accessed: Jan. 02, 2024. [Online]. Available: <https://e-journal.iain-palangkaraya.ac.id/index.php/TF/article/view/1900>
- [13] M. M. Fuadi, E. Ernawati, and D. Rizki, "SWOT Analysis of the Business Development Strategy of Warung Nasi Priangan in Tasikmalaya," *Cipasang Techno Pesantren Sci. J.*, vol. 17, no. 1, pp. 1-11, 2023.
- [14] M. S. A. Nasution and R. H. Nasution, *Philosophy of Islamic Law and Maqashid Syariah*. Jakarta: Kencana, 2020.
- [15] L. Lestari and S. Aisyah, "Analysis of Utilization of Digitalization of Muslim Umkm in Medan City (Viewed from the Perspective of Maqashid Syariah)," *J. Science and ...*, vol. 5, no. 2, pp. 687-693, 2023.
- [16] O. Sahroni and A. A. Karim, *Maqasid of Islamic Business and Finance: a synthesis of jurisprudence and economics..* 2015.
- [17] Sugiyono, *Educational Research Methodology (Quantitative, Qualitative and R&D Approaches)*. Bandung: Alfabeta, 2017.
- [18] P. Bhardwaj, "Types of Sampling in Research," *J. Pract. Cardiovasc. Sci.*, vol. 5, no. 3, pp. 157-163, 2019, doi: 10.4103/jpcs.jpcs.
- [19] W. V. Nurfajriani, M. W. Ilhami, A. Mahendra, R. A. Sirodj, and M. W. Afgani, "Data Triangulation in

- Qualitative Data Analysis," *Addition of Sodium Benzoate and Potassium Sorbate and Stirring Speed as Inhibition of Inversion Reaction in Sugarcane Nira*, vol. 10, no. 17, pp. 826-833, 2024.
- [20] E. T. Juansah, D. M. Rahmah, and I. Ardiansah, "Identification of Business Processes and Business Development Strategies in Ukm Nugini Using Swot Analysis," *J. Ekon. Pertan. and Agribusiness*, vol. 4, no. 2, pp. 250-257, 2020.
- [21] M. H. Purwiantoro, D. F. Kristanto, and W. Hadi, "The Effect of Social Media Use on Small and Medium Enterprises (SMEs)," *AMIK Cipta Darma Surakarta*, vol. 1, no. 1, pp. 30-39, 2016, [Online]. Available: <http://journal.amikomsolo.ac.id/index.php/ekacida/article/view/19/11>
- [22] M. Beddu, R. Nurbakti, and U. Natsir, "Analysis of Social Media Utilization for the Development of New Normal Era Home Industry Businesses," *YUME J. Manag.*, vol. 4, no. 3, pp. 378-391, 2021, doi: 10.37531/yume.vxix.532.
- [23] R. Rambe, H. Pratama, and Syarbaini, "The Role of Social Media in the Development of Small and Medium Enterprises (SMEs) in the Millennial Era," *Musytari*, vol. 1, no. 10, pp. 1-6, 2023.
- [24] E. Franzia, "Personal Branding Through Social Media," *Pros. Semin. National. Expert*, pp. 15-20, 2018, doi: 10.25105/pakar.v0i0.2690.
- [25] L. Fawahan and I. Marianingsih, "Building MSME Product Branding Through Tiktok Social Media," *Al-Kharaj J. Econ. Finance. Sharia Business*, vol. 4, no. 2, pp. 290-307, 2022, doi: 10.47467/alkharaj.v4i2.640.
- [26] M. E. Atmojo and N. Sofyan, "Branding and Marketing Umkm Emping Ketela through Social Media," *Pros. Semin. National. Progr. Pengabd. Masy.*, pp. 383-389, 2022, doi: 10.18196/ppm.41.808.
- [27] E. P. Salsabilla and S. February, "Consumption Satisfaction Level of Shopee Users in the Perspective of Islamic Economics," *J. Rekoginisi Ekon. Islam*, vol. 2, no. 02, pp. 60-71, 2023, doi: 10.34001/jrei.v2i02.728.
- [28] I. Hayati, "Strengthening Sharia Financial Management for Umkm Using the Door To Door Method in Kotasan Village," *Ihtiyath J. Manaj. Keuang. Sharia*, vol. 3, no. 2, pp. 180-191, 2020, doi: 10.32505/ihtiyath.v3i2.1783.
- [29] E. Trisnawati, A. Wahab, and H. Habbe, "Implementation of Trading Ethics with the Attributes of Siddiq, Tabligh, Amanah, Fathanah at Waroeng Steak and Shake Makassar Boulevard Branch," *Econ. J. Econ. and Business*, vol. 4, no. 3, pp. 177-183, 2021, doi: 10.31850/economos.v4i3.912.