

## Optimizing Digital Marketing Platform for the Success of Asnaf Entrepreneurs

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### ABSTRACT

*The COVID-19 pandemic has had an impact on the global economy. One entity that is affected by the household economic sector is Asnaf Entrepreneurs. To overcome this problem, the managing entity of Asnaf Entrepreneurs needs to facilitate digital marketing to help its success. This study aims to identify digital marketing platforms that can succeed as Asnaf Entrepreneurs and their optimization strategies. This study is qualitative research with a descriptive approach. Data and references were obtained from literature studies. The analysis was done descriptively and content analysis. The study results found that digital marketing platforms for Asnaf Entrepreneurs include: Facebook, Path, Instagram, Twitter, LinkedIn, Youtube, Whatsapp, Google, FB Messenger, Line, BBM, Pinterest, and Wechat. The strategy for implementing the use of digital platforms can be done through training and mentoring. Besides, the Asnaf Entrepreneurs management entity needs to facilitate Asnaf Entrepreneurs with digital marketing facilities. Thus, the competencies obtained in training and mentoring can be realized in improving business performance. However, Asnaf Entrepreneurs have contributed to national development. So, the transformation process needs to be carried out on an ongoing basis. It is in order to advance to Muzakki as a Zakat payer.*

**Keywords:** digital marketing, asnaf entrepreneurs, survival strategy, pandemic covid-19

### INTRODUCTION

The COVID-19 pandemic has had an impact on the world economy. The economic impact is worse for small businesses (Liguori and Pittz 2020). Liguari and Pitz (2020) argue that there is a need to build networks with critical connectors. The pandemic's impact has also been experienced by the Indonesian economy (Susilawati, Falefi, and Purwoko 2020), especially in transportation, tourism, trade, health, and other sectors (Susilawati *et al.* 2020). According to Susilawati *et al.* (2020), the household sector most affected by COVID-19 is the economic sector.

In this sector, the pandemic is enough to cause a severe confrontation, causing a depreciation of the global economy. Considering the economic impact due to the outbreak of the Covid-19 virus, the Government needs to move quickly to find the most effective solution to keep the Indonesian economy running stable. Therefore, this trip can be an opportunity and a challenge for all economic practitioners, especially UMKM businessmen, to take a role in helping to stabilize the economy in Indonesia and consider that the growth of UMKM in Indonesia continues to grow.

One of the entities affected by the Covid-19 pandemic is Asnaf Entrepreneurs. Asnaf Entrepreneurs are programs that distribute Zakat to Asnaf, who is involved in the business world to free himself from difficulties in becoming a Zakat payer (Afif Muhamat *et al.* 2013;

Din *et al.* 2019). Asnaf Entrepreneurs are included in the Mustahiq category (Bahri *et al.* 2019), with the Asnaf category being destitute and needy (Afif Muhamat *et al.* 2013). The household condition of Asnaf Entrepreneurs is included in low-income (Al Mamun *et al.*, 2017).

The most impactful thing from Covid-19 for Asnaf Entrepreneurs is the decrease in sales, which will make the Asnaf Entrepreneurs' financial position insecure and even in a crisis. In addition, all government policies, such as restrictions on social activities, will make it difficult for Asnaf Entrepreneurs to carry out buying and selling transactions.

Asnaf Entrepreneurs have done everything to maintain their business to face this complex condition. However, the lack of visitors in the market will result in buying and selling transactions and hinder the promotion of existing products, so that it will significantly affect the level of sales.

Asnaf Entrepreneurs is a pillar of the regional and state economy because they can create growth and employment, overcome unemployment and poverty problems (Azis and Rusland 2009), and encourage economic growth (Dalglish and Matthews 2010), (Demirbag *et al.* 2006). For Asnaf Entrepreneurs, this is important considering that their poor condition needs to be strengthened to survive.

Previous research found that one of the survival strategies for UMKM in a pandemic condition is marketing with digital marketing (Alfrian and Pitaloka 2020). One of the affected entities was Asnaf Entrepreneurs. The problem experienced by Asnaf Entrepreneurs is the lack of skills and knowledge in marketing activities (Hashim *et al.*, 2020). In their study, Hashim *et al.* (2020) suggested that Asnaf Entrepreneurs' skills development be carried out to increase their potential. It is hoped that the improvement in the conditions of Asnaf Entrepreneurs can become Muzakki as a Zakat payer.

One of the efforts to overcome the problems of Asnaf Entrepreneurs during the COVID-19 epidemic is to optimize the use of digital marketing. A digital strategy is essential for businesses in realizing a competitive advantage (Runion and Paige 2018). In the pre-pandemic period, digital marketing was still limited as a means of promotion (Purwana, Rahmi, and Aditya 2017). However, direct interaction between sellers and buyers is limited with a pandemic condition, and digital marketing is rational.

According to the Resources Based View Theory (RBV) (Barney, 2001), unique resources are a competitive advantage for companies to improve business performance. Theory can be a reference for Asnaf Entrepreneurs' managing entities to deal with their limited resources to succeed in their business performance (Wiklund, & Shepherdd, 2011), (Hashim *et al.* 2019). For this reason, this study aims to describe the types of digital marketing suitable for Asnaf Entrepreneurs and their optimization strategies.

This research consists of five parts. Part 1 provides an introduction. Then, section 2 describes the research method, which includes (1) research design; (2) data sources and references; (3) data collection techniques; (4) and data analysis techniques. Finally, section 3 describes the Results and Discussion, and conclusions are presented in section 4.

## **METHOD**

The research design used a qualitative method with a descriptive approach. First, data and references were obtained from literature studies. Then, literature was obtained online from

reference journals. Literature search process using digital marketing keywords and Asnaf Entrepreneurs. Available data and references were analyzed in content. Thus, the results are obtained to be analyzed in order to get conclusions and suggestions

## **RESULT AND DISCUSSION**

### **Result**

#### **Digital Marketing**

Digital marketing is defined as promotional activities and market searches through online digital media to expand and increase sales of products or services (Febriyantoro and Arisandi 2018; Purwana *et al.* 2017). With digital marketing, it is hoped to help Asnaf Entrepreneurs expand the market (Aziz *et al.* 2020). Because digital marketing can be done any time or in real-time and can also be accessed worldwide, even someone can see various products sold via the internet. Most of the information about the product they are looking for is already available on the internet with easy access to orders, and besides that, it is easier for consumers to compare one product with another.

The means used for digital marketing are various social networking platforms. Purwana *et al.* (2017) have identified various digital marketing platforms, including Facebook, Path, Instagram, Twitter, Linkedin, Youtube, Whatsapp, Google, FB Messenger, Line, BBM, Pinterest, Wechat.

These various platforms have their respective advantages. For this reason, Asnaf Entrepreneurs need to sort and choose digital platforms that suit their business needs. The digital marketing platform functions as social media, social chat, and a marketplace based on its characteristics. The use of digital marketing platforms is an option for Asnaf Entrepreneurs during the COVID-19 pandemic that has yet to end.

#### **Social Media**

Social media is a collection of applications and programs specifically designed according to needs and programmed to fulfil user orders. This collection of applications is a product of web 2.0 and internet-based technologies. This application is used to interact with users online without being bound by time and place. Several social media are viral among the Indonesian people, namely Instagram, YouTube, TikTok, Facebook, Twitter, Line, and WhatsApp.

The widespread use of social media makes marketers aware of the golden opportunity to attract customers in new and trendy ways for the products they sell. Therefore, they use social media as a tool to interact with their target market. According to (Powers *et al.* 2012), Social media has several differences from other marketing communication media, namely Always on and Everywhere. Therefore, social media has become a new model in marketing, and Social media platforms can facilitate various activities to create advertising content, video-based, posters, or community.

#### **Optimization Strategy**

The use of digital platforms by Asnaf Entrepreneurs is still low. However, it is an option for survival and rising from adversity due to the impact of the COVID-19 pandemic. For that,

an effective and efficient strategy is needed to transfer technology to Asnaf Entrepreneurs. Some of the following strategies can be implemented by Asnaf Entrepreneurs' managers. First, training. The training is a suggestion for increasing the competence of Asnaf Entrepreneurs in mastering digital marketing. By understanding and practising digital marketing, it is hoped that it can improve business performance.

Second, assisting Asnaf Entrepreneurs. For entities managing Asnaf Entrepreneurs, it is necessary to assist. It is an effort to accelerate technology transfer and competence. As an illustration, competence includes knowledge, skills, and attitude in operating digital marketing. Third, providing digital marketing tools. After awareness and competence regarding digital marketing, Asnaf Entrepreneurs needs to be equipped with facilities. Thus, it is hoped that digital marketing can be implemented immediately. The speed in carrying out digital marketing will undoubtedly accelerate the transfer of technology and competence.

## **Discussion**

Asnaf Entrepreneurs are entrepreneurs who get Zakat Fund assistance from Zakat management entities. The Zakat Fund is used to support the success of the business entity. Therefore, the Zakat Fund can be used for the business entity's working capital and /or investment. Funds follow the meaning, namely growing and developing, so the Asnaf Entrepreneurs business entity must also show its business success.

For this reason, various efforts need to be made so that Asnaf Entrepreneur can survive and succeed in overcoming various problems. One of the problems that need attention during the Covid-19 pandemic is marketing the products or services provided by Asnaf Entrepreneurs. Many studies suggest that Asnaf Entrepreneurs optimize the use of digital marketing. As an entity affected by the home economy sector, digital marketing techniques transfer needs to be accelerated. The ability in digital marketing is expected to be able to encourage Asnaf Entrepreneurs to become survival and Zakat payers.

## **Digital Marketing Platform**

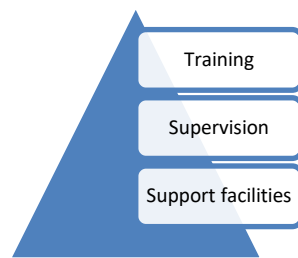
Digital marketing platforms are straightforward to get. Asnaf Entrepreneurs can choose a platform that suits their business characteristics. We can divide them into the following categories from so many platforms: the First, the digital marketing platform as social media. For example, Instagram, Facebook, and Youtube. There are many advantages to the three platforms. For example, it can be a means of promotion. Then, information can be updated flexibly. Also, it can display unique videos and be attractive to customers. Besides, the promotional costs are cheap. Several studies have stated that promotion through social media has succeeded in the Creative Fashion Industry in Bandung. Also, it affects strengthening business communication strategies in an online shop or individual businesses and positively affects increasing Profits for Micro, Small, and Medium Enterprises (MSMEs) (Alfrian and Pitaloka 2020; Gumilar 2015; Kurniawan and Herwoto n.d.).

Second, the digital marketing platform is social chat. This platform can be used for chatting, displaying videos that are unique and interesting to customers. Apart from that, there is a feature to record business debt transactions, which can remind Payable payments via WhatsApp. Thus, debt repayment can be made on time. This platform is also a means of sharing digital business cards. Therefore, social chat platforms can be used as helpful promotional suggestions. (Alfrian and Pitaloka 2020); (Febriyantoro and Arisandi 2018); (Sari *et al.* 2020)

Third, the digital marketing platform as a marketplace. It can be a valuable promotional suggestion. The advantage is that it can create brand combinations, share content, and communicate. Previous research states that the marketplace platform's involvement has a significant and positive effect on consumer buying interest. (Arimbi 2020; Sari *et al.* 2020)

### Implementation Strategy

The strategy for implementing the use of digital platforms can be done through training and mentoring. Besides, the Asnaf Entrepreneurs management entity needs to facilitate Asnaf Entrepreneurs with digital marketing facilities. Thus, the competencies obtained in training and mentoring can be realized in improving business performance. However, Asnaf Entrepreneurs have contributed to national development. For that, the transformation process needs to be carried out on an ongoing basis. It is in order to advance to Muzakki as a Zakat payer.



**Figure 1.** Digital Marketing Implementation Strategy for Asnaf Entrepreneurs

This implementation strategy is essential because Asnaf Entrepreneurs are unique. Based on the Resources Based View Theory (RBV) (Barney, 2001), unique resources are competitive. This advantage is expected to spur the business performance of Asnaf Entrepreneurs. Thus, the three strategies above need to be implemented optimally. Moreover, digital marketing, in general, is something new for Asnaf Entrepreneurs. For that, through training, supervision, and provision of facilities, as shown in Figure 1. As a result, Asnaf Entrepreneurs' competencies can be increased. However, in the end, this investment in human capital will provide success for Asnaf Entrepreneurs to become Muzakki, who pay Zakat.

### CONCLUSION

The occurrence of the COVID-19 pandemic has provided new insights to household economic actors. Asnaf Entrepreneurs who are affected by the Covid-19 pandemic in the household economy must adapt to survive. One solution is by facilitating them in digital marketing to survive and succeed in building their business. This research has identified a digital marketing platform that can be used for the success of Asnaf Entrepreneurs and its optimization strategy.

The study results found that digital marketing platforms for Asnaf Entrepreneurs include: Facebook, Path, Instagram, Twitter, Linkedin, Youtube, Whatsapp, Google, FB Messenger, Line, BBM, Pinterest, and Wechat. The strategy for implementing the use of digital platforms can be done through training and mentoring. Besides, the Asnaf Entrepreneurs management entity needs to facilitate Asnaf Entrepreneurs with digital marketing facilities. Thus, the competencies obtained in training and mentoring can be realized in improving business performance. However, Asnaf Entrepreneurs have contributed to national development. Therefore, the transformation process needs to be carried out on an ongoing basis to advance to Muzakki as a Zakat payer. However, this study has limitations because the study

was conducted in the literature. Therefore, in the future, exploratory studies are needed to determine Asnaf's condition and performance.

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