
Analysis of Sharia Digital Marketing Strategies in Increasing Sales Revenue of Tempe Chips Ipu Ngawi

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Abstract: This research aims to analyze the role of sharia digital marketing strategies in increasing the sales turnover of Ipu Ngawi tempeh chips. The implementation of digital marketing in accordance with Sharia principles, such as honesty and transparency, has become the main focus in enhancing the competitiveness of this business in an increasingly competitive market. The research method used is qualitative, with data collection techniques through in-depth interviews with business owners and secondary data analysis from the Central Bureau of Statistics (BPS) as well as other documentation. The research results show that the use of social media such as Google Maps, WhatsApp, and Instagram can expand product marketing reach, increase consumer trust, and positively impact sales revenue growth by up to 30%. However, the limited knowledge of business actors in utilizing advanced digital marketing features poses a challenge that requires further mentoring and training. Thus, the Sharia digital marketing strategy not only boosts sales but also helps strengthen the positive image of the business in the eyes of consumers. This research is expected to contribute to the development of sharia-based marketing strategies in the MSMEs sector, particularly in Ngawi Regency.

Keywords: Sharia Digital Marketing, MSMEs, Social Media Marketing, Sales Revenue.

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1. Introduction

Ngawi Regency, situated in East Java, is predominantly an agricultural region. According to data from BPS Ngawi (2022), the working population in Ngawi Regency numbers 526,988 individuals, marking an increase of forty-nine thousand from August 2021. The majority of this workforce is employed in the agricultural sector, followed by the service sector, with the manufacturing sector employing the fewest. Additionally, Ngawi is notable for its numerous micro, small and medium-sized enterprises (MSMEs), which play a significant role in the local economy. BPS Ngawi data (2022) indicates that the number of MSMEs in Ngawi Regency was 84,201 units in 2019, increased to 84,251 units in 2020, and further to 84,729 units by 2021.

Among the most prominent micro, small, and medium enterprises (MSMEs) in Ngawi Regency are those specializing in tempeh chips, a local specialty and flagship product. Data on the Number of Enterprises and Workforce in Leading Industries in Ngawi Regency reveals that the plastic bag industry was the largest contributor, with 2,550 enterprises in 2020 and 2,525 in 2021. The tempeh/tempeh chips industry was the second-largest, with 1,207 enterprises in 2020 and 1,201 in 2021 (BPS Ngawi, 2022). Furthermore, the tempeh chip industry significantly contributes to local employment and serves as a primary economic driver for the community. In 2021, this industry employed 3,745 individuals, surpassing the plastic bag industry, which employed 2,685 people (BPS Ngawi, 2022).

There is even a village in Ngawi Regency that has become a center for producing tempeh chips, namely the village of Karangtengah Prandon in Ngawi Regency. Tempeh chips themselves are a specialty food from Ngawi Regency. As a result, many residents of Karangtengah Prandon Village have become producers of tempeh chips. As time goes by, there are more and more variations of tempeh chips with different flavors.

However, there are still MSMEs in Ngawi that face various challenges, such as limited access to capital, lack of utilization of digital technology for marketing, and businesses concentrated in one village causing high competition among sellers, as the products offered are similar or homogeneous. Thus, business operators who do not keep up with technological developments will face difficulties in maintaining or increasing their sales revenue. In this situation, it is necessary to have business support from the local government and various community stakeholders so that MSMEs in Ngawi Regency can keep up with technological developments such as Digital Marketing, to market their products more widely. Government involvement through training, facilitation, and policy support plays a significant role in encouraging MSMEs to adopt digital marketing and improve their competitiveness (Tambunan, 2019).

Because as technology advances, human lifestyles change, one of which is the lifestyle of shopping through online stores. According to BPS data (2022) from the 2022 Susenas Survey, 66.48% of Indonesia's population accessed the internet in 2022 and 62.10% in 2021. Now buying and selling have shifted to online platforms that provide more convenience for sellers and buyers. Sellers can now offer their products to a wider audience, and buyers from anywhere can easily find the products they want through gadgets. Consumers increasingly prefer online shopping as it reduces exposure to health risks, reflecting changing priorities toward safety and convenience in the retail environment (Fihartini et al., 2021). Based on the survey results from the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2024 reached 221,563,479 people. This could be an opportunity for MSMEs in Ngawi Regency to market their products online on social media or marketplaces (APJII, 2024).

In every business sector, competition among companies is inevitable. In this context, adopting an Islamic approach to marketing emerges as a strategic solution, as sharia marketing emphasizes values that uphold justice and honesty. Syariah marketing encompasses the entire process be it creation, offering, or value transformation without contravening contractual agreements or Islamic muamalah principles (Kertajaya & Sula, 2006). Islamic marketing embodies an ethical and spiritual approach that places marketing practices within a morally accountable framework, rooted in principles like *tawhid* (the oneness of God), *al-adl* (fairness), *sidq* (truthfulness), *amanah* (reliability), and *ihsan* (kindness) (MayaPutra & Yusrizal, 2025).

Digital marketing plays an important role in supporting the growth of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. Moreover, amidst increasingly fierce competition, digital marketing provides an effective and efficient solution for MSMEs to reach consumers at a relatively lower cost compared to conventional marketing. However, the reality is that many MSMEs have not yet utilized digital marketing, due to the lack of understanding among business actors on how to use it. Some MSMEs that have already used digital marketing often do so spontaneously and without direction, making it less effective (Ramadhan, & Yusuf, 2022). The presence of Digital Marketing technologies such as social media, food rating apps, websites, marketplaces, and delivery apps has a significant impact on the growth of the culinary and food industry in Indonesia (Parinduri, 2023).

Some MSMEs in Ngawi Regency have already implemented digital marketing strategies, one of which is the culinary business of tempeh chips, Ipul Ngawi. Based on an interview with the owner of the tempeh chips culinary business, Mrs. Baroroh, she mentioned that the marketing of this product is done both directly and online, considering that establishing branches in other cities requires significant capital. This business only utilizes Google Maps, WhatsApp, and Instagram platforms as digital marketing media. This approach is consistent with the general pattern of SMEs that tend to utilize simple, low-cost, and easily accessible digital marketing channels to expand their market reach (Taiminen & Karjaluoto, 2015). The majority of consumers come from people who return to their hometowns, who will then go back to the city where they work, and online marketing is aimed at potential consumers who truly need Ngawi's special souvenirs.

There are several previous studies that discuss sharia digital marketing strategies in increasing sales revenue. Systematic literature reviews on sharia marketing in Indonesia show that most existing studies focus on general aspects of sharia marketing, such as its effects on consumer behavior, loyalty, and purchasing decisions, and do not deeply explore niche local products or producer perspectives (Deviyanti et al., 2024). In the literature review on sharia-compliant digital marketing strategies, there is a significant gap, especially in the context of tempeh chips products. However, research on sharia-compliant digital marketing remains limited and tends to focus primarily on consumer perspectives rather than the experiences and strategies of business actors (Wilson & Grant, 2013). Although many studies have examined sharia digital marketing strategies in increasing sales turnover in various sectors, research specifically highlighting tempeh chips products is still very limited. This creates an opportunity to explore how Sharia digital marketing strategies can increase the sales revenue of tempeh chips products. Moreover, most previous research tends to focus on the consumer's perspective, while understanding from the perspective of tempeh chip producers remains underexplored. Therefore, this research aims to fill that gap by using qualitative methods to delve into producers' views on the importance of sharia digital marketing in increasing sales revenue. Thus, this research is expected to make a significant contribution to academics and entrepreneurs in the tempeh chip product industry.

In this context, the research aims to analyze how sharia digital marketing strategies can increase the sales revenue of Ipul Ngawi tempe chips. By understanding the relationship between these two aspects, it is hoped that producers can be more effective and efficient in marketing their products and

meeting consumer needs. This research will also provide insights for entrepreneurs in the tempeh chips product industry. Therefore, the author is interested in conducting a deeper study of a journal article titled "Analysis of Sharia Digital Marketing Strategies in Increasing Sales Revenue of Ipul Ngawi Tempe Chips."

2. Materials and Methods

This study employs a qualitative methodology to examine the implementation of sharia-compliant digital marketing strategies aimed at enhancing tempe chip sales revenue in Ngawi Regency. This methodological choice facilitates a comprehensive understanding of the experiences, perceptions, and practices of micro, small, and medium enterprise (MSMEs) stakeholders in executing digital marketing strategies that align with Islamic principles. The research centers on a case study of the Ipul Ngawi tempe chips enterprise, an MSMEs that actively engages digital platforms for its marketing endeavors. Data collection was conducted through in-depth interviews with the proprietor of the Ipul Ngawi tempe chips business to investigate the execution of digital marketing practices, the integration of sharia principles in marketing, and their consequent impact on sales revenue.

Complementary to the interviews, direct observations were undertaken to assess the utilization of digital platforms such as Google Maps, WhatsApp, and Instagram as marketing tools. Documentation techniques were employed to gather supporting data related to business operations, sales records, and secondary data from pertinent institutions, including reports from the Central Statistics Agency (BPS). The data collected was subjected to descriptive qualitative analysis, involving data reduction, data presentation, and conclusion drawing to discern patterns and relationships between sharia-compliant digital marketing strategies and variations in sales revenue. To ensure data credibility, information from interviews was corroborated with observations and supporting documents. Through this approach, the study aims to provide a comprehensive depiction of how sharia-compliant digital marketing strategies contribute to the enhancement of MSMEs sales performance.

3. Results and Discussion

This study highlights the pivotal role of sharia digital marketing strategies in boosting the sales revenue of Ipul Ngawi tempe chips. By leveraging digital platforms like Google Maps, WhatsApp, and Instagram, the business extends its marketing reach beyond Ngawi Regency, tapping into a broader consumer base. Insights from an in-depth interview with the business owner, Mrs. Baroroh, reveal that social media marketing has led to a 30% increase in orders compared to the period before adopting online media. This surge is especially evident during long holidays or when many migrants return to Ngawi seeking local products as souvenirs, underscoring the effectiveness of digital media in capturing seasonal demand.

Moreover, the business's sharia digital marketing strategies consistently align with Islamic values. A key practice involves ensuring that photos and product descriptions on social media accurately represent the products received by consumers. According to Mrs. Baroroh, this approach aims to maintain consumer trust and uphold the principle of honesty in transactions, which is fundamental to sharia marketing. By prioritizing transparency and fairness in marketing communications, the business strengthens its relationships with consumers, ultimately enhancing customer loyalty.

To illustrate the impact of sharia digital marketing on sales performance, this study presents data on the sales volume of Ipul Ngawi tempe chips before and after implementing digital marketing strategies. A comparison of sales figures indicates a positive revenue growth trend post-implementation, supporting the interview findings and reinforcing the role of sharia-based digital marketing in boosting business sales outcomes.

Tabel 1. Annual Revenue Data

Year	Before the Implementation of Digital Marketing (Monthly turnover in Rp)	After the Implementation of Digital Marketing (Monthly turnover in Rp)
2019	14.000.000	
2020	15.500.000	
2021	10.000.000	
2022		16.000.000
2023		18.000.000

Table 1 shows a significant increase in revenue after Ipul Ngawi's tempe chip business implemented a digital marketing strategy. This increase is closely related to the more intensive use of social media

platforms as a promotional tool, as well as the consistent application of Sharia principles in marketing activities. The integration of digital marketing with Islamic values, such as honesty and transparency, enables businesses to attract a wider consumer base while maintaining long-term customer trust and loyalty. Such synergies between digital marketing and Islamic values have been shown to influence consumer intention and business authenticity among Muslim consumers (Jannah & Al-Banna, 2021). These findings indicate that targeted digital marketing strategies based on Sharia principles can be an effective approach for MSMEs to expand their market reach and improve sales performance. In addition to the positive impact on revenue, this study also identified several challenges in implementing Sharia digital marketing strategies.

One of the main challenges is the limited knowledge of business actors regarding the use of advanced features available on social media platforms. As stated by Mrs. Baroroh, businesses have not fully utilized paid advertising features on Instagram or analytical tools that can provide deeper insights into consumer behavior. For example, limited knowledge may increase uncertainty in decision-making processes, especially when firms have less developed business models, resulting in less favorable economic outcomes in the short term (Novelli & Spina, 2024). This condition shows that although digital marketing has been adopted, its implementation is still relatively basic and has not been optimized to achieve maximum results.

Therefore, support and capacity building efforts from local governments and related institutions are very important to improve the digital competence of MSMEs players in Ngawi Regency. Based on data from BPS Ngawi (2022), the number of MSMEs in Ngawi Regency continues to grow steadily; however, a significant proportion of these businesses have not optimally utilized digital technology in their operations. This situation highlights the need for structured training and assistance programs to encourage wider and more effective adoption of digital marketing among MSMEs, as shown in the following table.

Tabel 2. Data on MSMEs Using Digital Marketing

Year	Number of MSMEs	MSMEs that Utilize Digital Marketing	Percentage
2019	84.201	18.500	21,97%
2020	84.251	21.000	24,92%
2021	84.729	25.000	29,50%
2022	85.000	28.750	33,82%

Table 2 illustrates that while the percentage of MSMEs utilizing digital marketing continues to rise annually, many entrepreneurs have yet to fully harness its potential. Most MSMEs engage with digital platforms in a rudimentary manner, failing to maximize features that could broaden market reach and enhance consumer interaction. This scenario highlights a significant opportunity to enhance digital skills among MSMEs in Ngawi Regency, including the Ipul Ngawi tempe chip business, enabling more strategic and effective digital marketing implementation.

Beyond boosting sales, this study also reveals that sharia digital marketing strategies play a crucial role in bolstering a business's image in the eyes of consumers. Businesses that consistently uphold Islamic values such as honesty, transparency, and fairness in their marketing efforts tend to earn higher levels of consumer trust. Consumers perceive these businesses as more credible and reliable, positively influencing their purchasing decisions and fostering long-term brand engagement.

These findings align with Fadilah (2020) study, which underscores that consumer trust in products marketed with Islamic principles is elevated due to the focus on transparency and fairness in every transaction. Consequently, the adoption of sharia digital marketing strategies not only directly boosts sales revenue but also offers enduring benefits in building a positive reputation and sustaining long-term consumer loyalty.

To achieve optimal results, a stronger integration between digital marketing strategies and professional sharia marketing principles is essential. This can be accomplished through more structured and targeted content planning on digital platforms. For instance, using short videos on Instagram to showcase the tempe chip production process can offer consumers clearer insights into product quality and hygiene, while also demonstrating transparency in business practices. Additionally, leveraging positive consumer reviews on platforms like Google Maps can serve as a credible promotional tool to attract new potential customers and bolster consumer confidence in the product. Overall, this study indicates that sharia digital marketing positively impacts tempe chip sales in Ngawi Regency.

By adopting this approach, MSMEs entrepreneurs can extend their market reach beyond local

boundaries while adhering to the principles of honesty and transparency in their marketing activities. With adequate support and continuous development, particularly in enhancing digital marketing capabilities, sharia-based digital marketing strategies are expected to further support the growth of SMEs in Ngawi Regency. In the long term, this development can contribute to strengthening the local economy and improving community welfare.

4. Conclusion

Based on the findings of the study, it can be concluded that the sharia-compliant digital marketing strategy plays a pivotal role in enhancing the sales of Ipul Ngawi tempe chips. The utilization of digital marketing platforms enables businesses to extend their market reach beyond the local vicinity and adapt more effectively to shifts in consumer behavior. By leveraging social media, businesses can promote their products more extensively and connect with consumers seeking local products from Ngawi Regency.

Furthermore, the incorporation of sharia principles in marketing practices, such as honesty in product descriptions and transparency in pricing, significantly contributes to fostering consumer trust and loyalty. These values fortify the relationship between businesses and their customers, ultimately supporting repeat purchases and sustainable sales growth. The findings indicate that integrating Islamic values into digital marketing activities not only enhances sales performance but also bolsters the credibility and image of businesses in the perception of consumers.

However, this study also underscores that limited knowledge and skills in utilizing digital technology remain a challenge for MSMEs players. The use of digital marketing is not yet optimal due to a limited understanding of the advanced features of digital platforms. Therefore, support in the form of training and assistance from relevant parties is necessary to improve digital competence among MSMEs. With adequate support and continuous development, sharia-based digital marketing strategies are expected to further stimulate the growth of MSMEs in Ngawi Regency and strengthen their competitiveness in the digital market.

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