INDONESIA BANKING SCHOOL
Jl. Kemang Raya No.35, Bangka - Mampang Prapatan - Jakarta Selatan 12730
Telp. : 021-71791838, 71791979, 7195474, 7196535, 7196469 Fax. 021-7195486
website : www.ibs.ac.id e-mail : info@ibs.ac.id

Nomor : 047/P3M-ST-DOS/STIE IBS/IX/2021 Jakarta, 24 September 2021

Kepada Yth.
Dosen Tetap
STIE INDONESIA BANKING SCHOOL
Di Tempat

Perihal: Tugas Melakukan Kegiatan Pengabdian Masyarakat

Dalam rangka mendukung upaya pelaksanaan Tridharma Perguruan Tinggi, dan menunjuk *flayer* acara *International Funding Of Community Service Online Workshop*, dengan ini Pusat Penelitian dan Pengabdian Masyarakat STIE IBS memberikan tugas melakukan kegiatan pengabdian masyarakat kepada:

Nama : Dr. Nelmida, S.E., M.Si.
NIDN : 0315015803
Status : Dosen Tetap

Nama : Dr. Sparta., SE., ME., Ak., CA
NIDN : 0316096401
Status : Dosen Tetap

Nama : Dr. Marissa Grace Haque Fawzi, SH., M.Hum., MBA., MH., M.Si
NIDN : 2115106202
Status : Dosen Tetap

Nama : Vidiyanna Rizal Putri, SE., M.Si
NIDN : 1016048101
Status : Dosen Tetap

Nama : Santi Rimadias, SP., M.Si
NIDN : 030903840
Status : Dosen Tetap

Nama : Meta Andriani, SE., MM
NIDN : 0301038705
Status : Dosen Tetap

Nama : Puspita, SE., M.Si
NIDN : 0311117405
Status : Dosen Tetap

Nama : Chairunisa Litamaniyah
NIM : 20181111049 (Mahasiswa)

Nama : Della Julian Anggraeni Kusumah
NIM : 20201211051 (Mahasiswa)

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website : www.ibs.ac.id e-mail : info@ibs.ac.id

Nama : Nurlita Dewi
NIM : 20201111058 (Mahasiswa)

Nama : Siham Madihah
NIM : 20202111006 (Mahasiswa)

Nama : Muhammad Hanif Ramdani
NIM : 20181311032 (Mahasiswa)

Untuk melaksanakan kegiatan pengabdian masyarakat sebagai dengan uraian sebagai berikut :

Kegiatan	:	Tema "*Embracing The Digital Transformation and Sharia Concept in Business*" dengan Sub-tema: *a. Sharia Branding Strategy to Success in Your Business* *b. How to Create a Digital Sharia Brand Strategy for Optimal Growth*
Hari/tanggal	:	Sabtu, 25 September 2021
Waktu	:	8.00-10.30 WIB (10.00-12.30 JST)
Tempat	:	Zoom dengan Link https://us02web.zoom.us/j/81462443584?pwd=eldkNzFsR0pJTThSNC9CcTF4elBsZz09

Setelah dilaksanakan tugas ini, diwajibkan untuk melaporkan hasil kegiatan tersebut kepada P3M paling lambat satu minggu setelah kegiatan.

Demikian Surat Tugas ini diterbitkan, harap dilaksanakan dengan penuh rasa tanggung jawab dan yang berkepentingan menjadi maklum.

Sekolah Tinggi Ilmu Ekonomi
INDONESIA BANKING SCHOOL

P3M-IBS

Dr. Untoro Kayatnan, SE., M.Sc
Direktur P3M

UK/rni

CERTIFICATE

OF EXCELLENCE

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Meta Andriani, SE., MM

for her professional participation as a guest speaker on International Funding of Community Service Online Workshop on "Embracing the Digital Transformation and Sharia Concept in Business."

25 September, 2021

Tokyo

Ikatan Pengusaha Muslimah Indonesia

Sari Okano - Chairman
IPEMI PPLN Japan

IBS International Community Service in Collaboration with IPEMI Japan

How to Create a Digital Sharia Branding Strategy for Optimal Growth

Indonesia Banking School (Jakarta) Lecturer Team

Virtual Meeting Indonesia-Japan, 25th September 2021

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03 The Roles

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04 Key factor in business growth

GROWING SHARIA BRAND AWARENESS

05 What do consumers really value from brands

MUSLIM BUYER PERSONA

06 a brand needs to be tailored to the exact Muslim buyer persona

JUL 2021

DIGITAL AROUND THE WORLD

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

TOTAL POPULATION	UNIQUE MOBILE PHONE USERS	INTERNET USERS*	ACTIVE SOCIAL MEDIA USERS*
7.87 BILLION	**5.27 BILLION**	**4.80 BILLION**	**4.48 BILLION**
URBANISATION: **56.6%**	vs. POPULATION: **66.9%**	vs. POPULATION: **60.9%**	vs. POPULATION: **56.8%**

SOURCES: THE U.N.; LOCAL GOVERNMENT BODIES; GSMA INTELLIGENCE; ITU; GWI; EUROSTAT; CNNIC; APJII; SOCIAL MEDIA PLATFORMS' SELF-SERVICE ADVERTISING TOOLS; COMPANY EARNINGS REPORTS; MEDIASCOPE. ***ADVISORIES:** INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE TO DATA PUBLISHED IN PREVIOUS REPORTS. SOCIAL MEDIA USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS. ✦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES.

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OVERVIEW OF GLOBAL INTERNET USE

A SNAPSHOT OF INTERNET USE AROUND THE WORLD

INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS

TOTAL NUMBER OF GLOBAL INTERNET USERS	INTERNET USERS AS A PERCENTAGE OF TOTAL GLOBAL POPULATION	ANNUAL CHANGE IN THE NUMBER OF GLOBAL INTERNET USERS	AVERAGE DAILY TIME SPENT USING THE INTERNET BY EACH INTERNET USER	PERCENTAGE OF USERS ACCESSING THE INTERNET VIA MOBILE DEVICES
4.80 BILLION	60.9%	+5.7% +257 MILLION	6H 55M	92.1%

SOURCES: KEPIOS (JUL 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APII; CNNIC; THE UNITED NATIONS. DATA FOR TIME SPENT AND MOBILE INTERNET SHARE FROM GWI (Q1 2021). SEE GWI.COM FOR MORE DETAILS. ✦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS.

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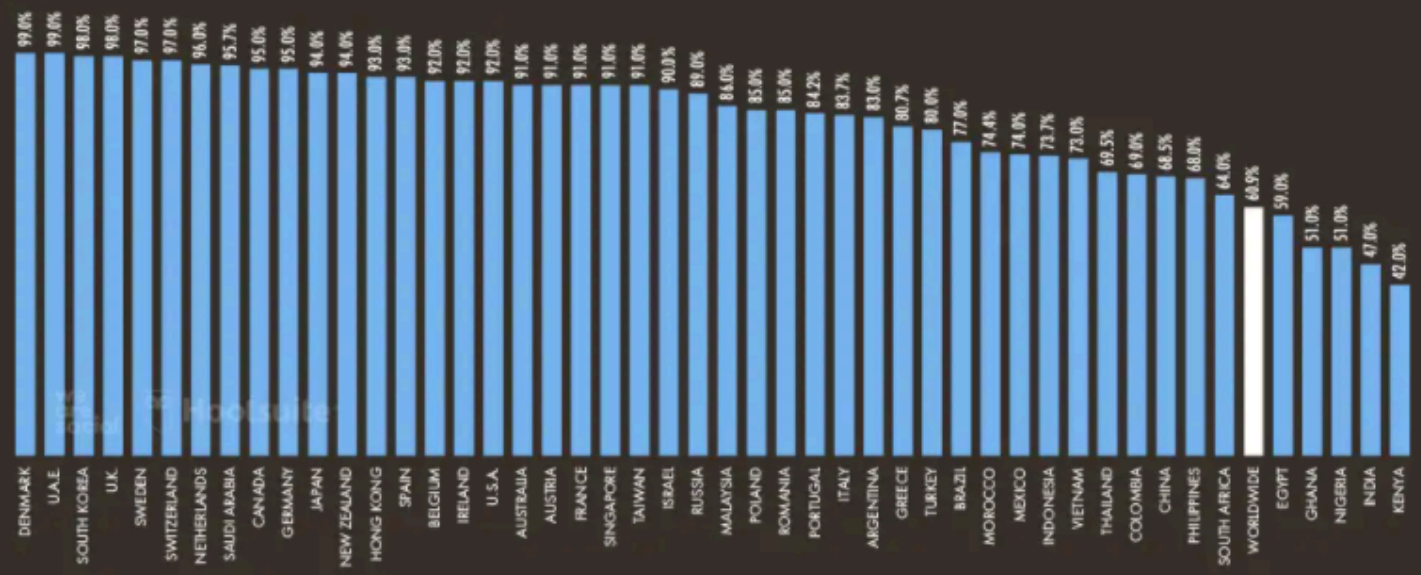
INTERNET ADOPTION

PERCENTAGE OF THE POPULATION THAT USES THE INTERNET

⚠ *INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS, SO VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS*



SOURCES: KEPIOS (JUL 2021) BASED ON EXTRAPOLATIONS OF DATA PUBLISHED BY: THE ITU; LOCAL GOVERNMENT BODIES; GWI; GSMA INTELLIGENCE; EUROSTAT; APII; CNNIC; THE U.N.
NOTE: VALUES HAVE BEEN CAPPED AT 99%. ✦ **COMPARABILITY ADVISORY:** SOURCE AND BASE CHANGES. INTERNET USER NUMBERS NO LONGER INCLUDE DATA SOURCED FROM SOCIAL MEDIA PLATFORMS. FIGURES ARE NOT COMPARABLE WITH DATA PUBLISHED IN PREVIOUS REPORTS.

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Metaverse is the New Online Frontier for Halal Brands

Metaverse is the next phase that will take the internet to the next level. So far we have had the choice of purchasing products, services, and entertainment either in the real world or in the virtual world.

BRAND STRATEGY

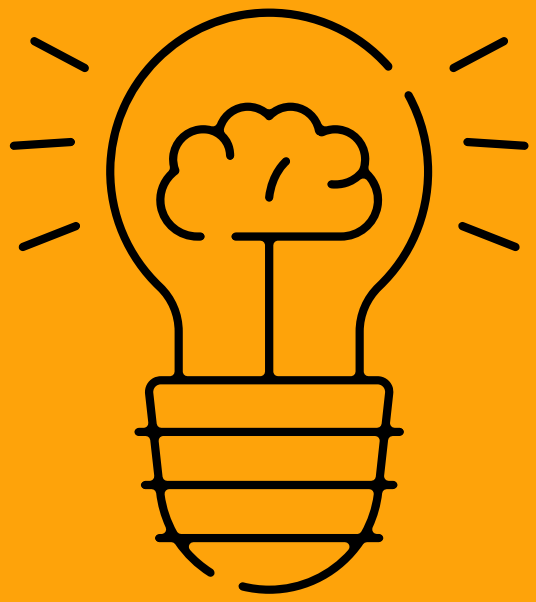
A branding strategy (a.k.a. brand development strategy) is the long-term plan to achieve a series of long-term goals **that ultimately result** in **the identification and preference** of your brand by consumers.

a branding strategy is not the sum of your logo, color palette, or website

A branding strategy revolves around all the intangible elements that over time drive **brand awareness**, **brand equity (value premium)**, and **brand sentiment**.

What are your brand's objectives and how do you communicate them?
How do you identify your ideal customers?
How do you identify your competitors?
How do you engage potential customers?

BEEN THERE, BUT HAVEN'T DONE THAT?



What does a brand strategist do exactly?

Defining your brand's elements and consumer-facing voice

Ensuring consistent and effective brand messaging

Conducting market research analysis to anticipate future trends

Making positioning recommendations to enhance sales of products and services

Developing a brand digital marketing strategy for long-term growth

Ensuring the brand is able to stay on the cutting-edge while being perceived cohesively across all platforms.

BRAND AWARENESS

43% of brand professionals say #1 goal for 2020: **growing brand awareness**

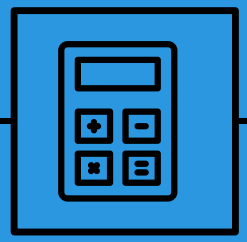
(Bynder, 2020)

REPETITION IS THE KEY

EVOLVING DIGITAL SPACE

56% of businessman believe that AI (Artificial Intelligence) and automation will negatively impact their branding efforts

“creating content more efficiently and faster” to be the most popular use case for automation within marketing and branding efforts.



more efficient content creation as the best use of automation within branding

user experience was revealed to be more effective than "superior product innovation" when it comes to standing out from the crowd

consumers are increasingly discerning about the brands they choose to support, gravitating to those that share the same values, foster transparency, and ultimately talk to them like a human, not a prospect.

MUSLIM 4.0 (Yuswohadi, 2020)

HIJRA	DIGITAL	LEISURE
SPIRITUAL	FUNCTIONAL	EMOTIONAL
RELIGIOSITY	CONNECTED	FUN

BUYER PERSONA

Religious, **cultural**, **national**, **generational**, **diversity** means the message you send out as a brand needs to be tailored to the exact Muslim buyer persona you have in mind

UNDERSTAND THE MUSLIM CONSUMER ONLINE PURCHASE INTENTION

Name : Yahya
Age: 32 years
Education: High School
Job Title : Owner of Carpet Store "King Abdul"
Goals : Find new customers while creating loyalty with existing ones
Pain Point: Since the COVID 19 pandemic started most people shop online. He has no knowledge of online advertising
His online hangouts : He gets his daily news through a few accounts he follows on Twitter. He interacts with family and friend on Facebook

BE USEFUL TO YOUR MUSLIM TARGET AUDIENCE

Your halal brand or Muslim business must have values and stand by those values. Your communication must be clear and you must be steadfast. Your stance will not please every single Muslim consumer.

CREATIVE AUTOMATION TOOLS

Create a robust online presence

Deliver better customer experiences

Swiftly adjust to meet changing customer expectations

Understand the Muslim Consumer Online Purchase Intention

Create a consistent, unified strategy for branding and marketing

Streamline communication across remote teams

One of the most important tools you need to have to do so is a **content calendar** that tackles the pain points of the Muslim buyer persona you created.

What are we about as a brand and as content creators?	Who are we trying to reach?	How are we going to reach them?	What do we want to achieve when we do?

DIGITAL BRAND STRATEGY PLAN

01 WEBSITE USER EXPERIENCE

02 SEARCH ENGINE OPTIMIZATION & CONTENT MARKETING

03 SOCIAL MEDIA MARKETING

04 PAID ADVERTISING

05 VIRAL MARKETING

06 EMAIL MARKETING

Advertising to Muslim consumers is already tough enough due to advertising companies like Google and Facebook not allowing brands to target by religion. there is another degree of complexity that most advertisers come up against. This complexity is due to:

levels of religiosity

demographics

ethnicity and culture

Ahmet Bayraktar of Rutgers University in New Jersey wrote a paper for the Review of Business & Finance Case Studies explaining the **Muslim consumer attitude towards sexuality** in ads:

...Muslim consumers may develop a negative attitude toward the brands whose ads accompany sexuality; toward the firms that own these brands, and toward the advertisers who use sexuality in the advertisements that they make.

Ethnicity and Culture is a Big Part of Muslim Communities

Communities and thousands of other Muslim communities around the world are strongly united through an Islamic identity that includes its own culture. This unity of the global Muslim community is referred to as the **"Ummah".**

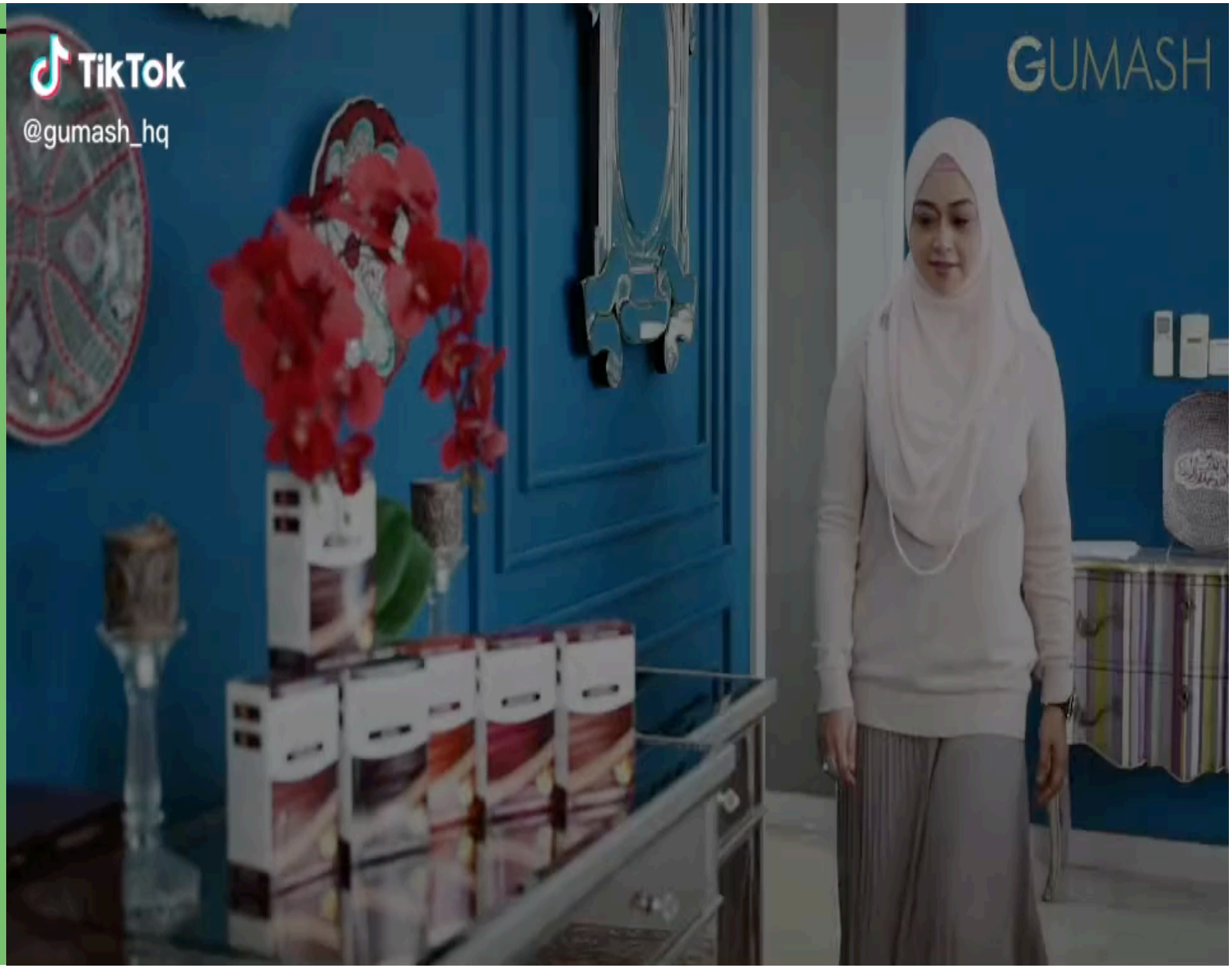
Demographics and Muslim Consumers

The generation gap (between Gen X, Gen Y or Millennials, Gen Z and Alpha Gen) also impacts the way Muslims perceive their own ethnic culture and – in some cases -even the Islamic way of life. This is something your brand needs to be aware of.

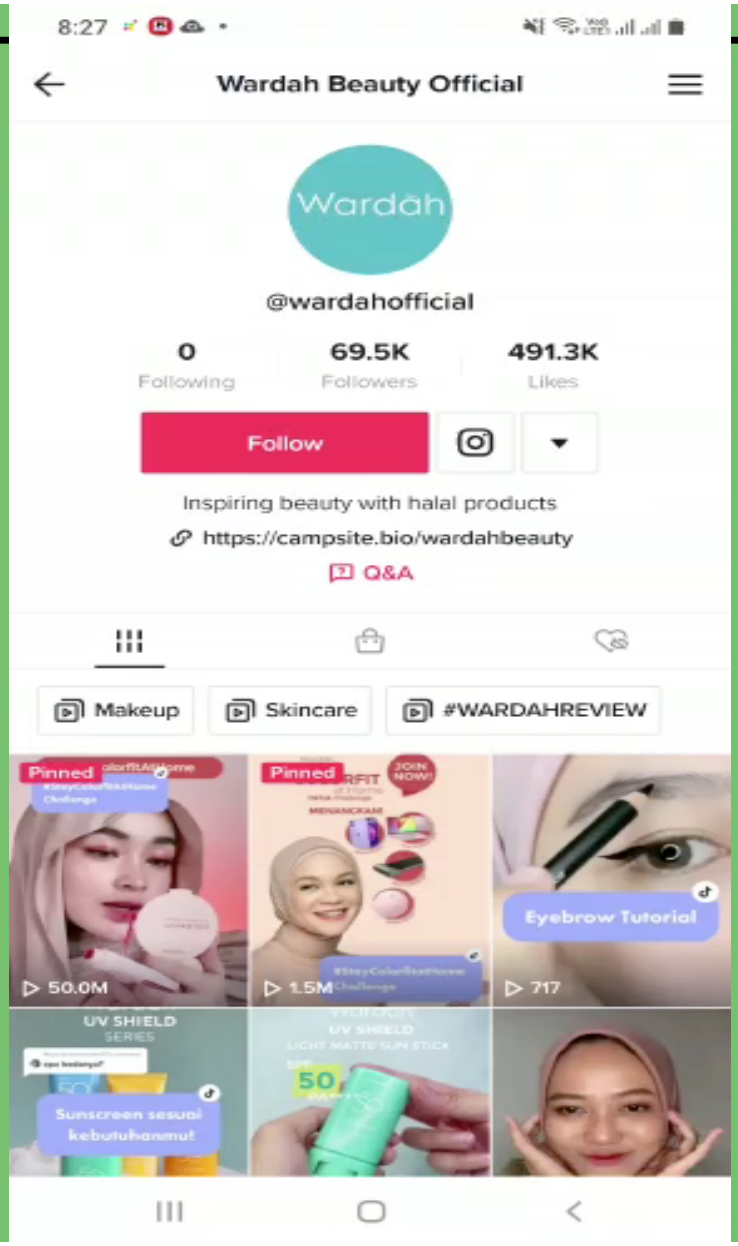
So, if your brand targets young people for example, and you want to target young Muslims too, find something neutral.

Raise Brand Awareness on Twitter

Raise Brand Awareness on Tiktok



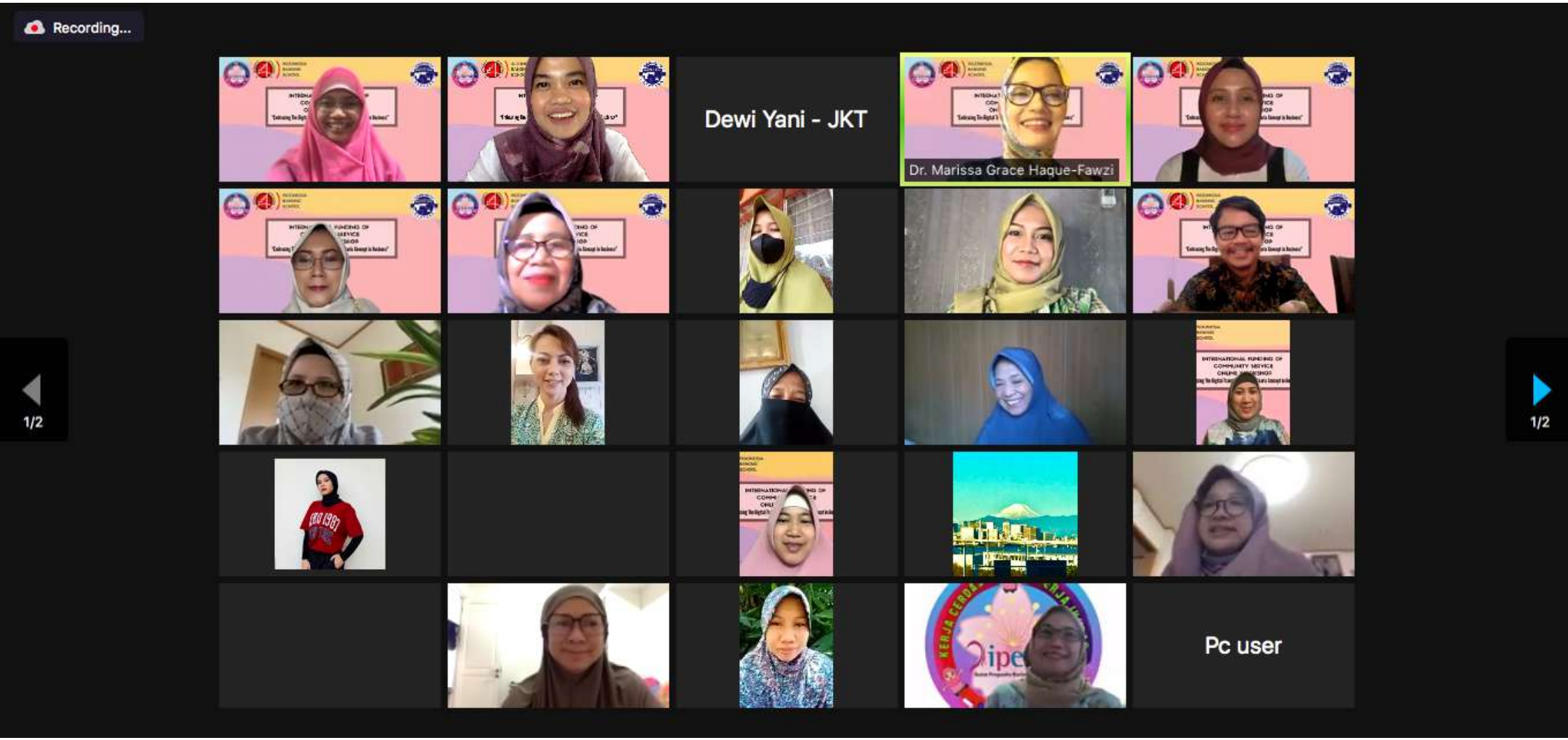
Raise Brand Awareness on Tiktok



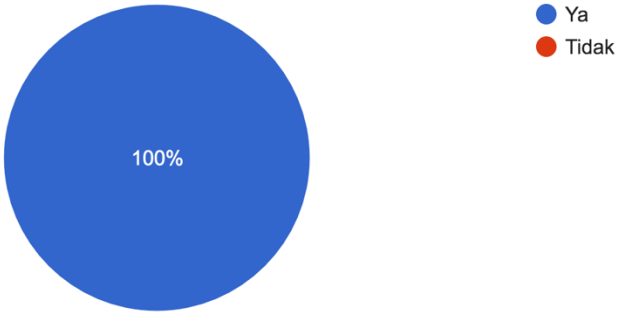
TERIMA KASIH

ありがとう

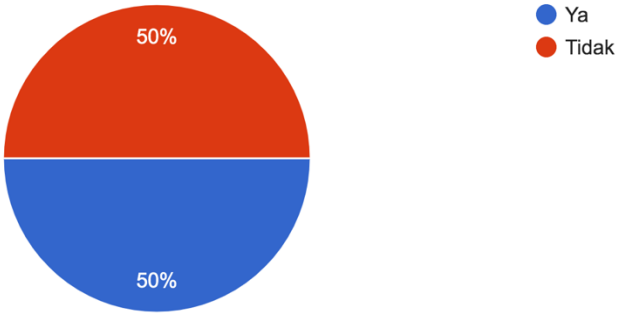
THANK YOU


Recording...
Dewi Yani - JKT
Dr. Marissa Grace Haque-Fawzi
Pc user
1/2
1/2

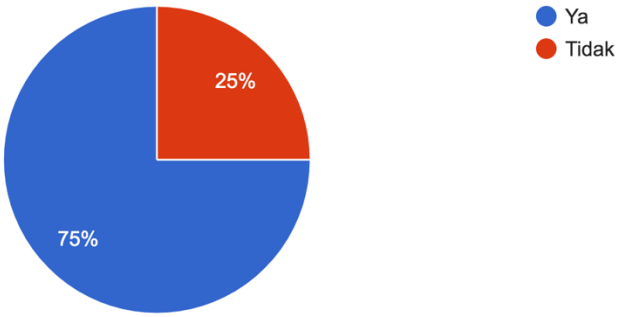
Apakah Anda mengetahui mengenai konsep Branding sebelum mengikuti kegiatan ini?
4 responses



Apakah Anda mengetahui mengenai teknologi di dalam branding sebelum mengikuti kegiatan ini?
4 responses

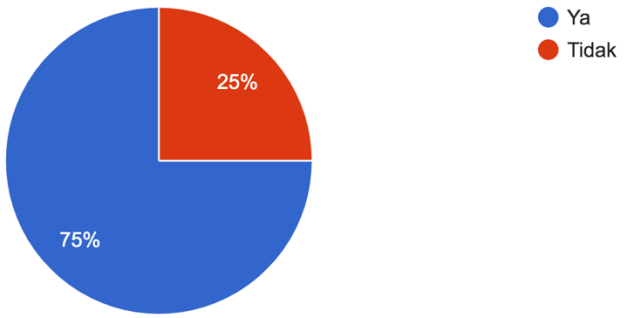


Apakah Anda sudah menerapkan konsep branding yang efektif di dalam bisnis yang sedang Anda jalankan saat ini?
4 responses



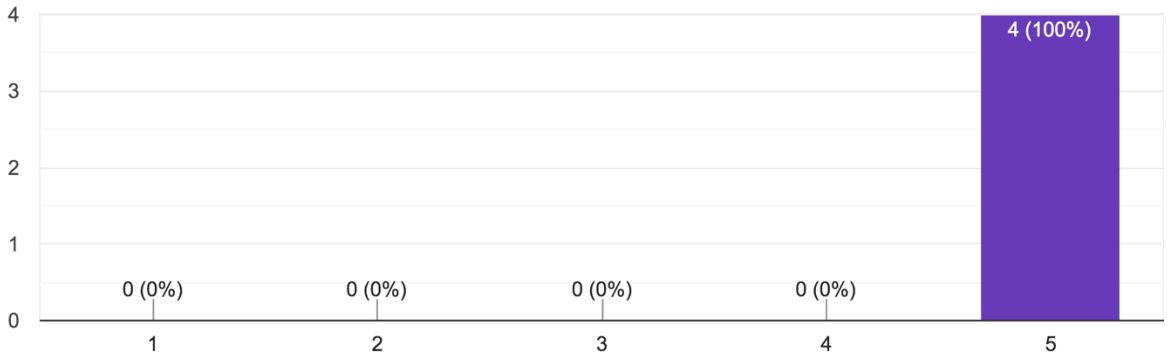
Apakah Anda sudah menerapkan konsep teknologi di dalam bisnis yang sedang Anda jalankan saat ini?

4 responses



Bagaimana penilaian Anda terhadap kegiatan ini

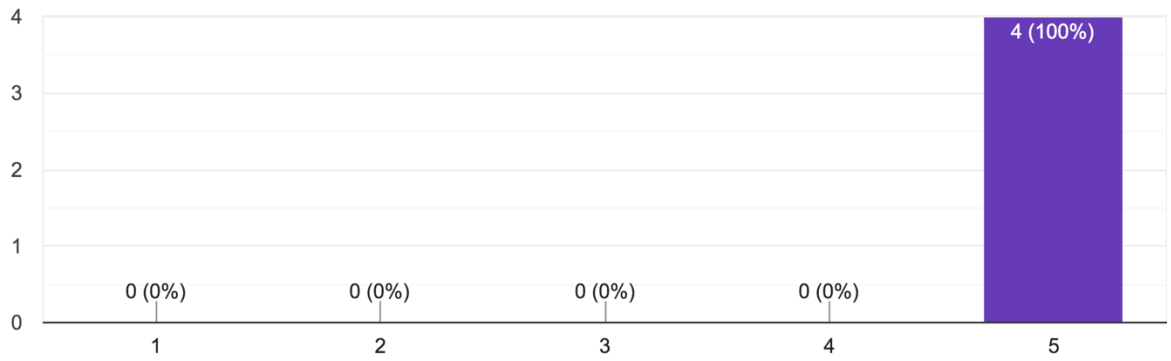
4 responses



Skala 1-5 (Sangat Tidak Bagus –Bagus Sekali)

Apakah Anda mendapatkan pengetahuan baru setelah mengikuti kegiatan ini?

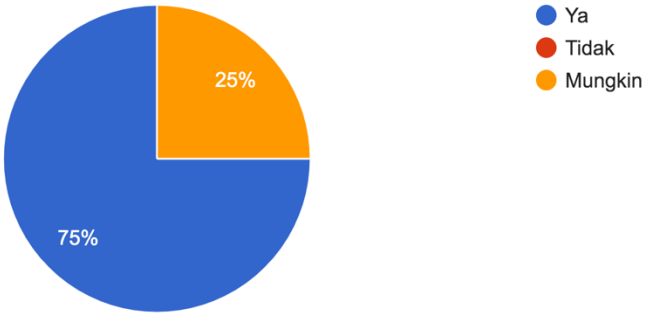
4 responses



Skala 1-5 (Sangat Tidak Setuju – Sangat Setuju)

Apakah Anda tertarik untuk mengikuti Workshop berikutnya dari Indonesia Banking School?

4 responses



Apakah ada preferensi topik yang Anda harapkan untuk event selanjutnya?

4 responses

pricing, delivery overseas

Topik pricing dan harga marketing utk produk dan jasa

sharia business

Penipuan Digital Bagi para Online Seller / buyer agar terhindar tindakan Kriminal

Saran dan masukan yang ingin Anda sampaikan kepada penyelenggara

4 responses

diberi contoh kasus

Terimakasih ❤️

ditunggu sharing session dngnan penggiat bisnis2 lain nya

Acaranya cukup Menarik, Dan Bagus. Terima kasih IBS & IPEMI Japan