

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 *flyer* 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

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Nama : Meta Andriani, SE., MM

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Status : Dosen Tetap

Nama : Puspita, SE., M.Si

NIDN : 0311117405

Status : Dosen Tetap

Nama : Chairunisa Litamanyah

NIM : 20181111049 (Mahasiswa)

Nama : Della Julian Anggraeni Kusumah

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**INDONESIA
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Nama : Nurlita Dewi
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Nama : Siham Madihah
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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*

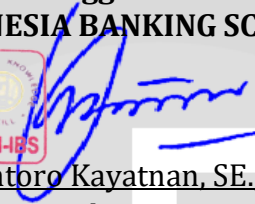
Hari/tanggal : Sabtu, 25 September 2021
Waktu : 8.00-10.30 WIB (10.00-12.30 JST)
Tempat : Zoom dengan Link
<https://us02web.zoom.us/j/81462443584?pwd=eldkNzFsR0pJTThSNC9CcTF4elBsZz09>

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**




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

CERTIFICATE

— OF EXCELLENCE —

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Dr. Nelmidia, SE., M.Si

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

25 September, 2021

T o k y o

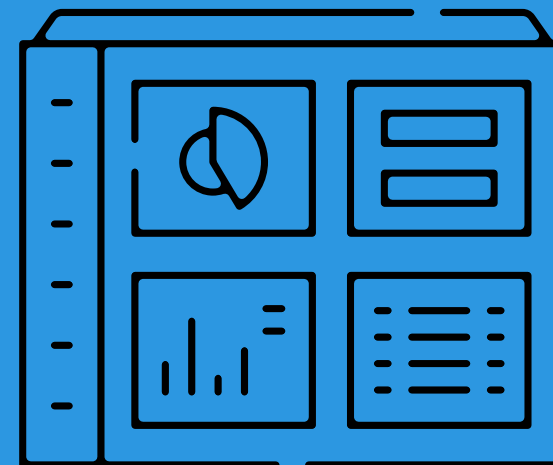
Ikatan Pengusaha Muslimah Indonesia



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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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



7.87
BILLION

URBANISATION:
56.6%

UNIQUE MOBILE
PHONE USERS



5.27
BILLION

vs. POPULATION:
66.9%

INTERNET
USERS*



4.80
BILLION

vs. POPULATION:
60.9%

ACTIVE SOCIAL
MEDIA USERS*



4.48
BILLION

vs. POPULATION:
56.8%



we
are
social



we
are
social



Hootsuite®

JUL
2021

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



4.80
BILLION

INTERNET USERS AS A
PERCENTAGE OF TOTAL
GLOBAL POPULATION



60.9%

ANNUAL CHANGE
IN THE NUMBER OF
GLOBAL INTERNET USERS



+5.7%
+257 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



6H 55M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



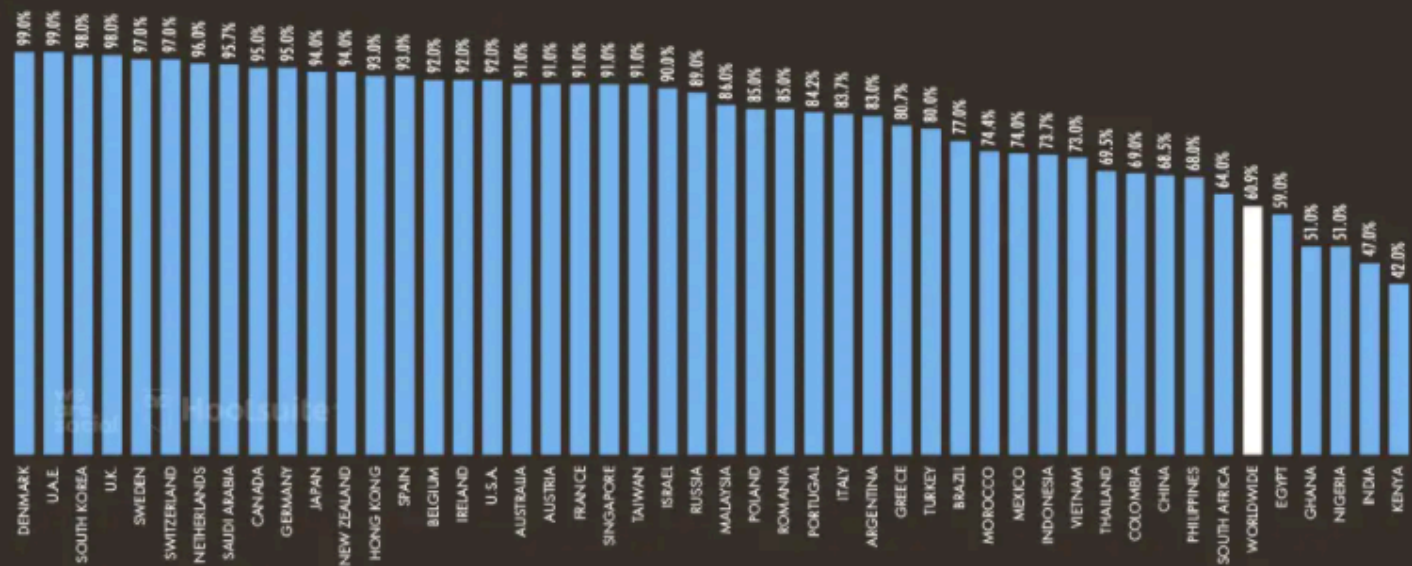
92.1%

JUL
2021

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



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**

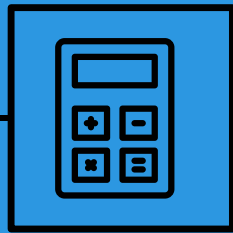
(Bynder, 2020)



REPETITION IS THE KEY

EVOLVING DIGITAL SPACE

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

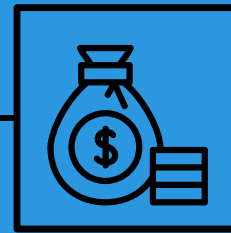


more efficient content creation as the best use of automation within branding

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



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

SPIRITUAL

RELIGIOSITY

DIGITAL

FUNCTIONAL

CONNECTED

LEISURE

EMOTIONAL

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 consistent, unified strategy for branding and marketing



Streamline communication across remote teams

Create a robust online presence



Deliver better customer experiences

Swiftly adjust to meet changing customer expectations



Understand the Muslim Consumer Online Purchase Intention



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

WEBSITE USER EXPERIENCE

01

EMAIL MARKETING

06

SEARCH ENGINE OPTIMIZATION
& CONTENT MARKETING

02

VIRAL MARKETING

05

SOCIAL MEDIA MARKETING

03

PAID ADVERTISING

04



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**

**ethnicity and
culture**

demographics

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

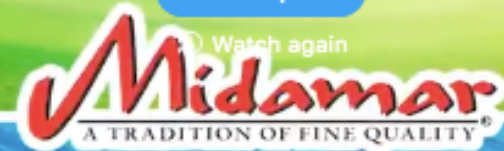


This week we have another Middle Eastern favorite, Makloubah! Filled with Cauliflower, Carrots, Onions, and Halal Chicken and seasoned with Arabic 7 spice! This meal is perfect for an easy Iftar! Pick up your [#Halal](#) [#Chicken](#) at [Midamarhalal.com](#)!

Check out all our
fantastic products at
midamarhalal.com

View replies

Watch again



**Always Halal
Always Delicious**

13 views

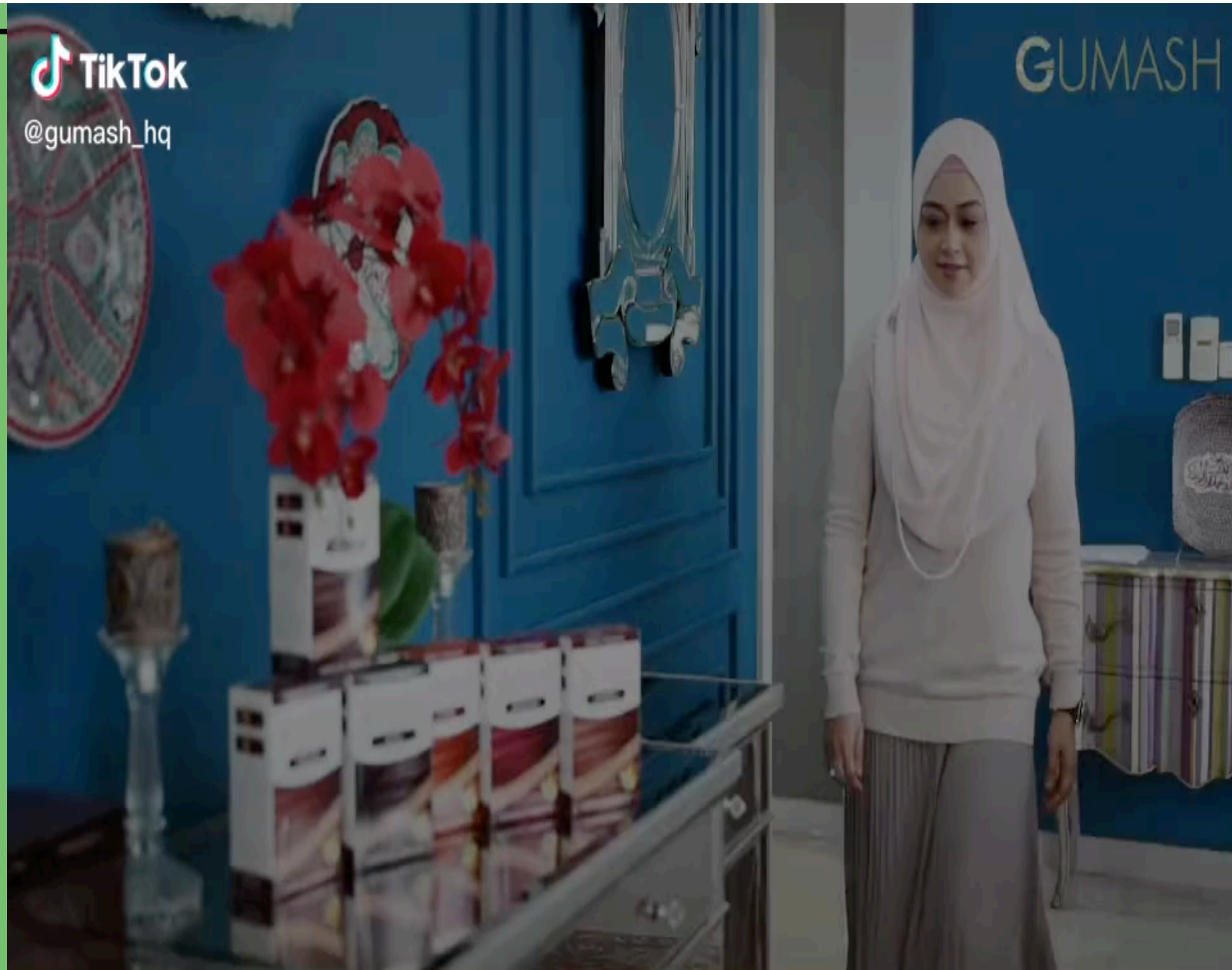
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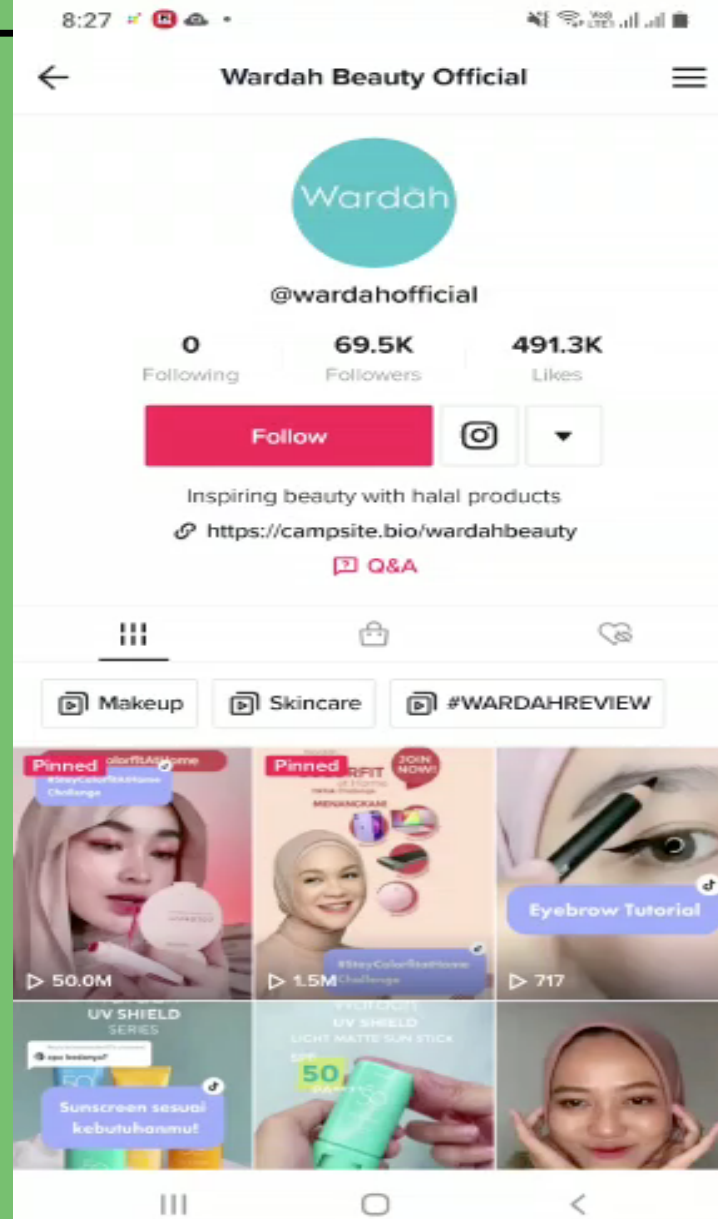
9:01 PM · May 7, 2021



Raise Brand Awareness on Tiktok



Raise Brand Awareness on Tiktok



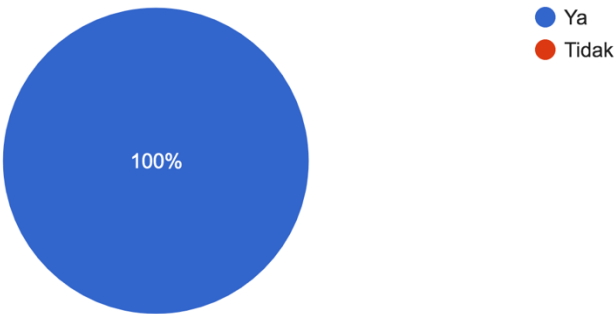


TERIMA KASIH
あ り が と う
THANK YOU



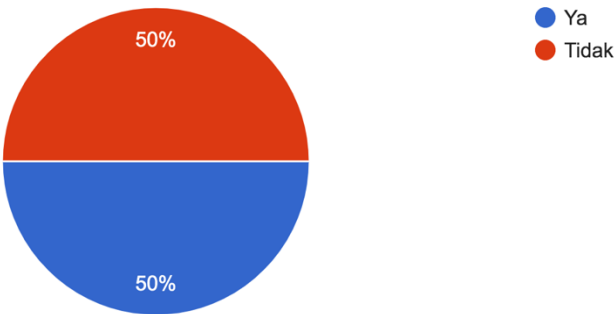
Apakah Anda mengetahui mengenai konsep Branding sebelum mengikuti kegiatan ini?

4 responses



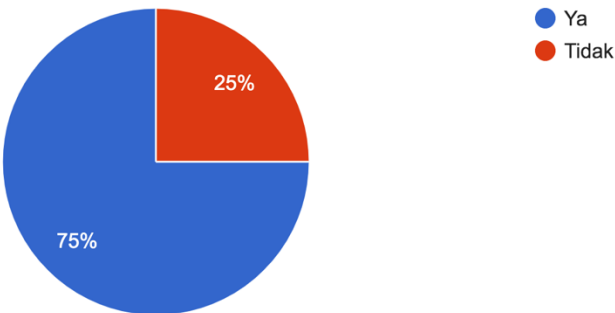
Apakah Anda mengetahui mengenai teknologi di dalam branding sebelum mengikuti kegiatan ini?

4 responses



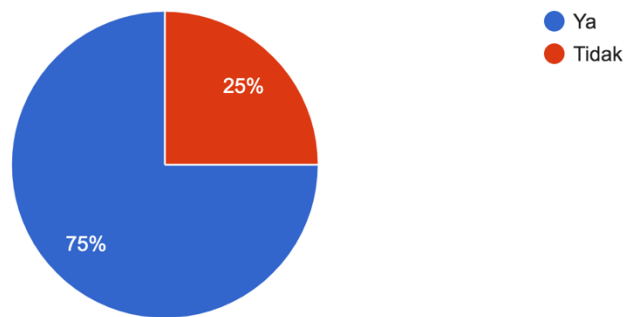
Apakah Anda sudah menerapkan konsep branding yang efektif di dalam bisnis yang sedang Anda jalankan saat ini?

4 responses



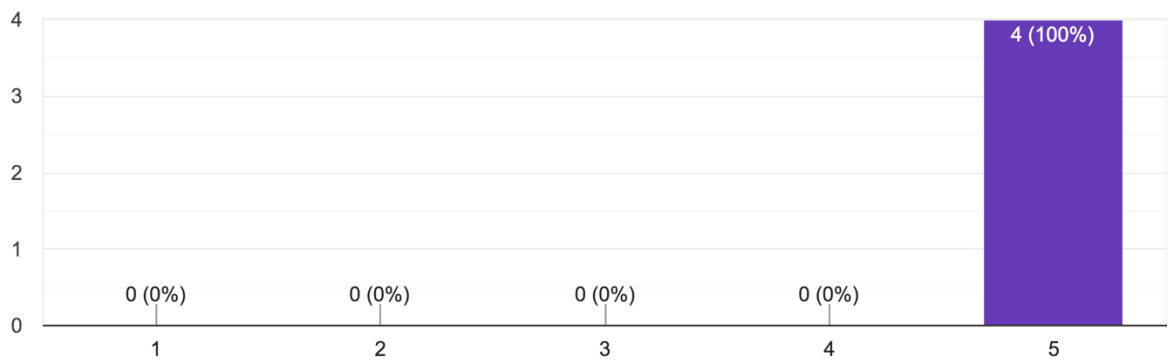
Apakah Anda sudah menerapkan konsep teknologi di dalam bisnis yang sedang Anda jalankan saat ini?

4 responses



Bagaimana penilaian Anda terhadap kegiatan ini

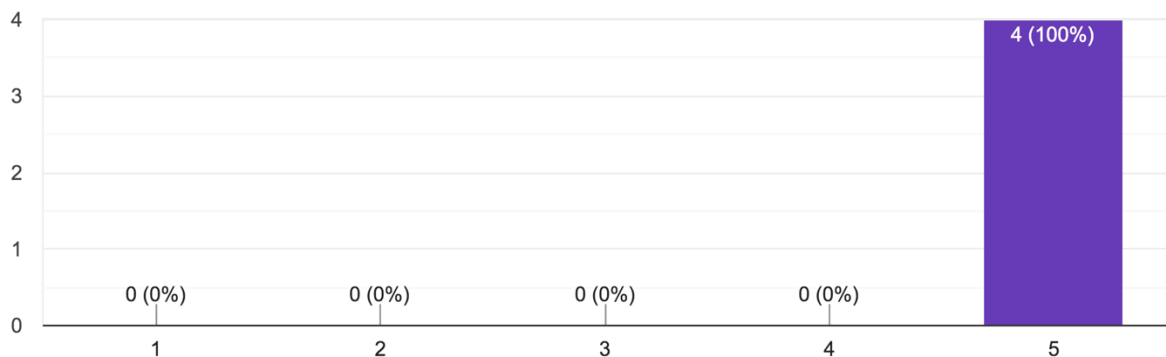
4 responses



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

Apakah Anda mendapatkan pengetahuan baru setelah mengikuti kegiatan ini?

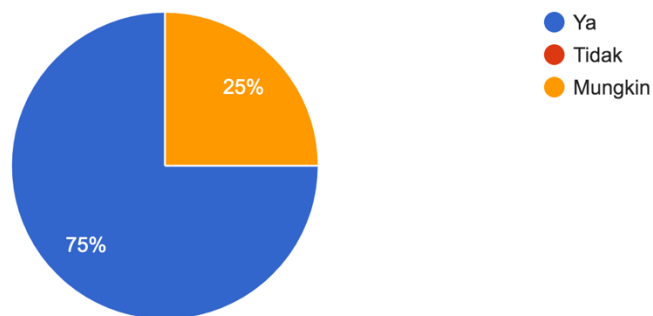
4 responses



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 dgnan penggiat bisnis2 lain nya

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



INDONESIA
BANKING
SCHOOL



**INTERNATIONAL FUNDING OF
COMMUNITY SERVICE
ONLINE WORKSHOP**
"Embracing The Digital Transformation and Sharia Concept in Business"



Dr. Sparta, SE, ME, Ak., CA



Yidiyanna Rizal Putri, SE, M. Si



Santi Rimadiaz, SP., M. Si



Puspita, SE, M. Si



Meta Adriani, SE, MM



MC: Rieska Oktavia, S.T., M.Eng.



Dr. Nelmida, SE, M. Si



**Dr. Marissa Grace Haque-Fawzi, SH., M.Hum.,
MBA, MH., M.Si**



814 6244 3584 *Pass: DIKLAT



Sabtu, 25 september 2021

**Jam 8.00 - 10.30 WIB
10.00 - 12.30 JST**

PEMBACA DOA - IBS

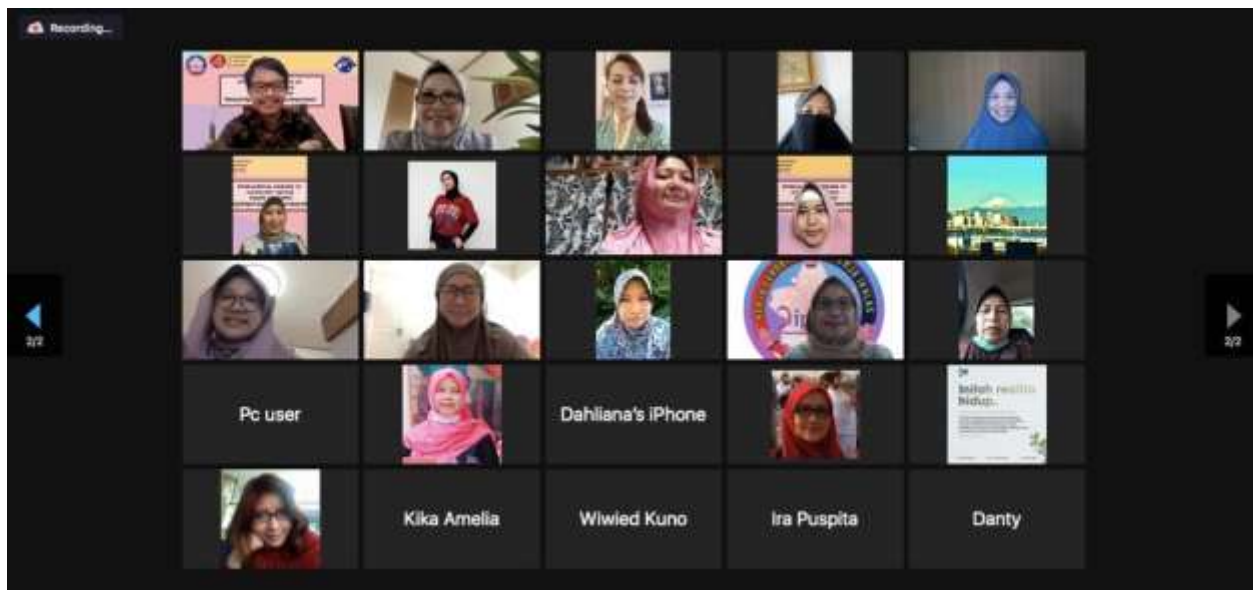
Nurlita Dewi



PENYELENGGARA:

**Dosen STIE IBS
dan Divisi Diklat IPEMI PPLN Jepang**







Link Youtube

<https://youtu.be/wV9tAX2yU3U>