

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

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 Litamanyah

NIM : 20181111049 (Mahasiswa)

Nama : Della Julian Anggraeni Kusumah

NIM : 20201211051 (Mahasiswa)

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*

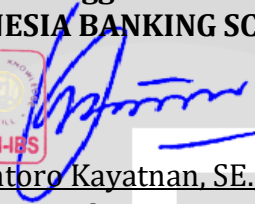
Hari/tanggal : Sabtu, 25 September 2021
Waktu : 8.00-10.30 WIB (10.00-12.30 JST)
Tempat : Zoom dengan Link
<https://us02web.zoom.us/j/81462443584?pwd=eldkNzFsR0pJTThSNC9CcTF4elBsZz09>

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**




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

CERTIFICATE

— OF EXCELLENCE —

THIS CERTIFICATE IS PROUDLY PRESENTED TO

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

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

25 September, 2021

T o k y o

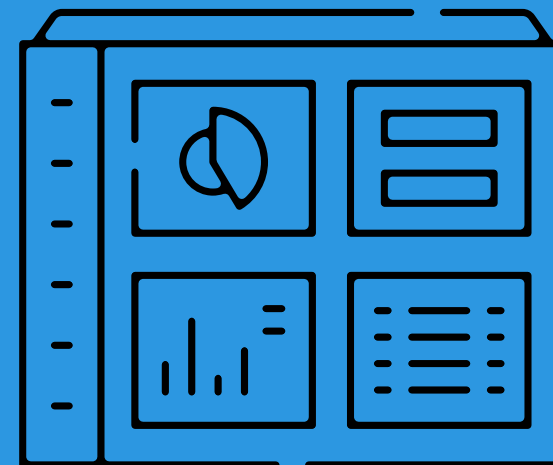
Ikatan Pengusaha Muslimah Indonesia



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



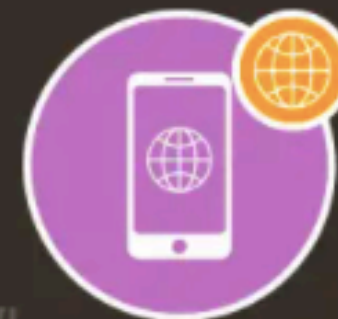
+5.7%
+257 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



6H 55M

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE DEVICES



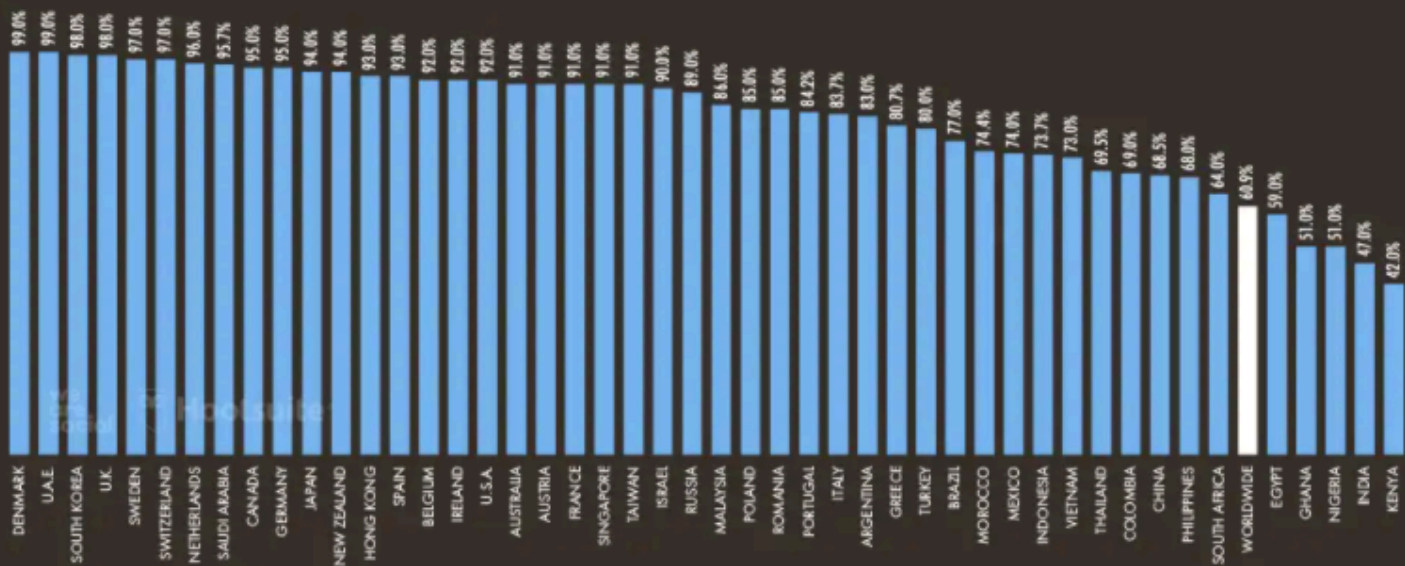
92.1%

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**

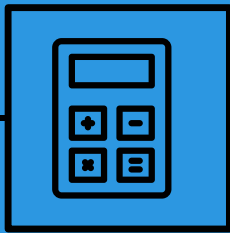
(Bynder, 2020)



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

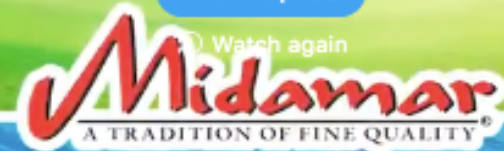


This week we have another Middle Eastern favorite, Makloubah! Filled with Cauliflower, Carrots, Onions, and Halal Chicken and seasoned with Arabic 7 spice! This meal is perfect for an easy Iftar! Pick up your [#Halal](#) [#Chicken](#) at [Midamarhalal.com](#)!

Check out all our
fantastic products at
midamarhalal.com

View replies

Watch again



**Always Halal
Always Delicious**

13 views

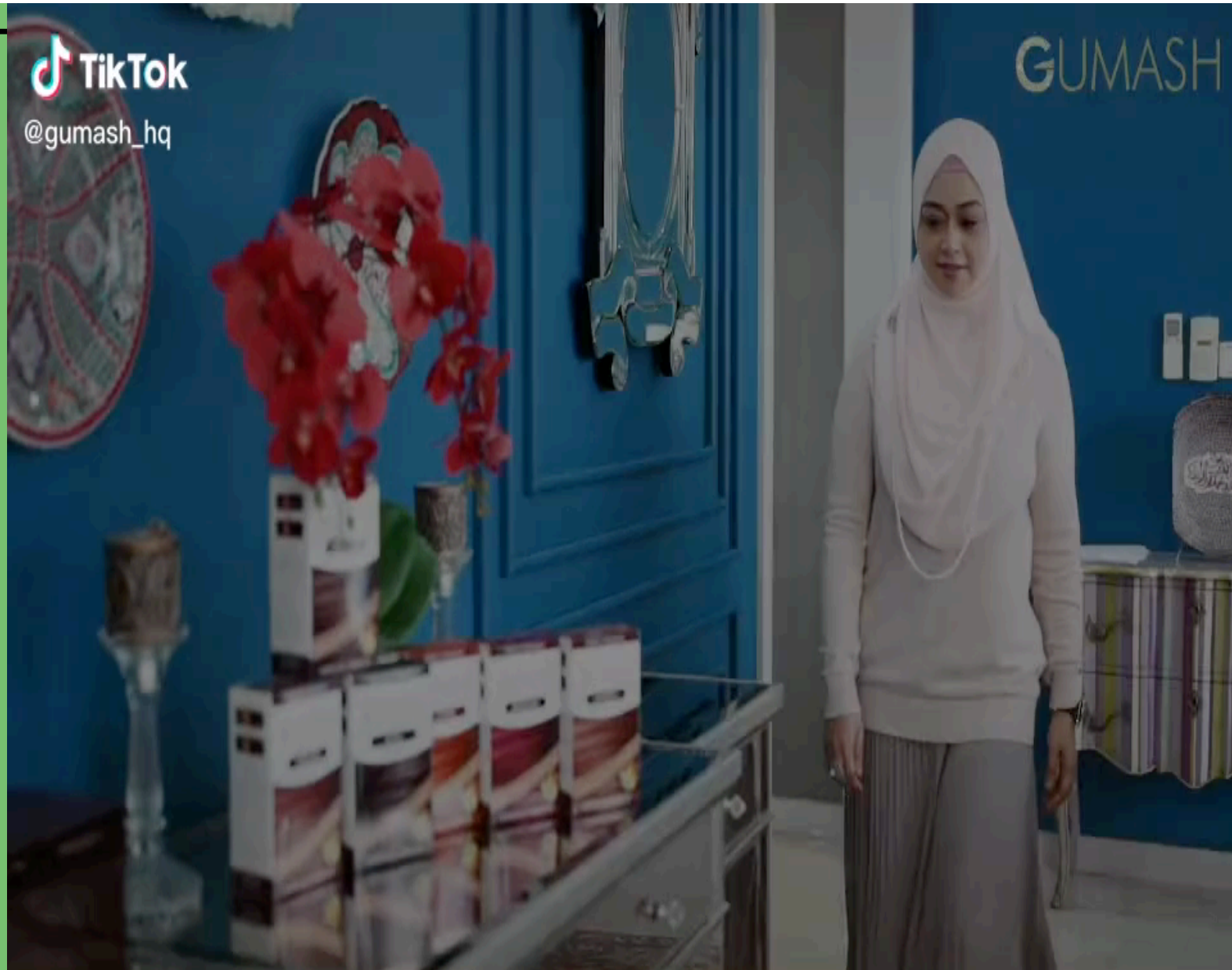
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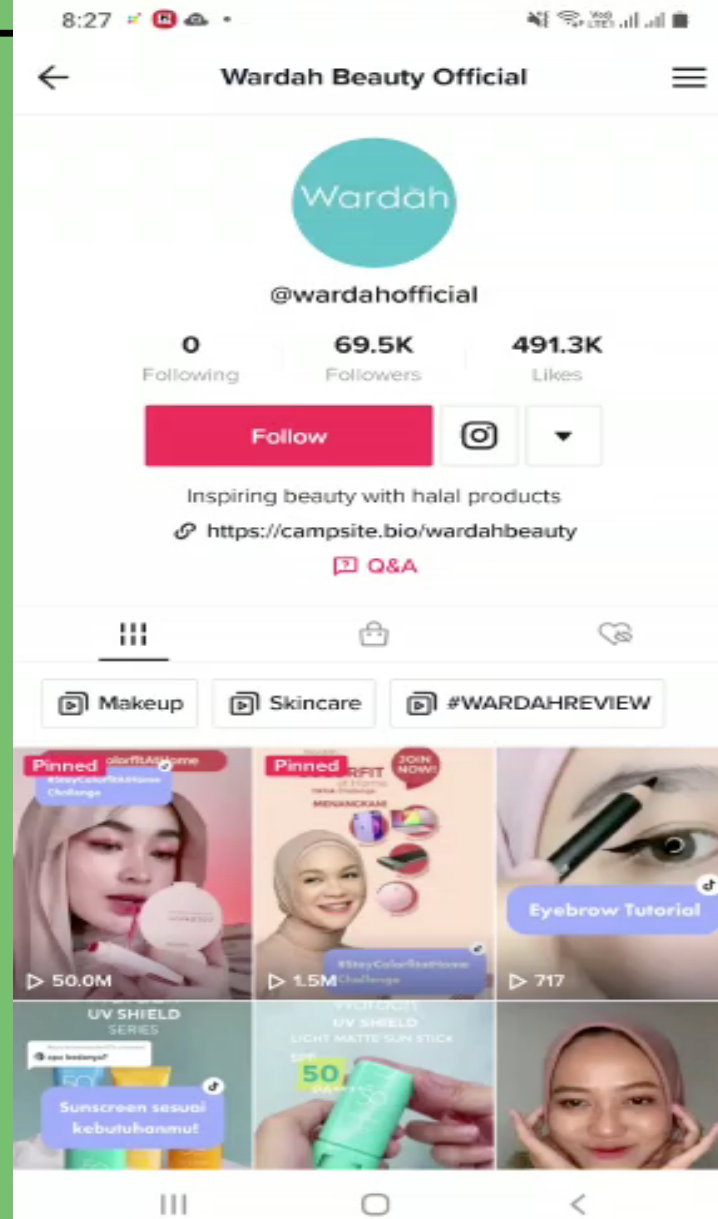
9:01 PM · May 7, 2021



Raise Brand Awareness on Tiktok



Raise Brand Awareness on Tiktok





TERIMA KASIH
あ り が と う
THANK YOU





Sharia Branding Strategy to Success in Your Business

By: STIE Indonesia Banking School Lecturer Team



Brand
≠
Branding

A brand is Different from Branding

- A brand is a set of tangible and intangible attributes designed to create awareness and identity and to build the reputation of a product, service, person, place, or organization.
- Branding is a continuous process of creating unique points to make the brand more memorable and different from other brands thereby increasing profits A never-ending process. •
- Source: Bonnici (2015)

**S**

Brand is what **they** say about you..

A Brand is a perception that consumers have about our products.

- The greatest inspirational figure of all time, the Prophet Muhammad SAW inspires role models in business:
 1. Siddiq (transparent)
 2. Amanah (fulfilling the rights of others with full responsibility).
 3. Tabligh (leadership, ability to communicate vision and mission/ value).
 4. Fathonah (intelligent, knowing your business)



THE BRANDING STEPS

1. Make sure consumers know who you are.
Know what your product is.
2. Make sure if consumers buy your product,
what value is obtained. Make sure it is
delivered.
3. Make sure that if a consumer buys your
product, what he or she will be seen or felt as.

Building Perception in Branding

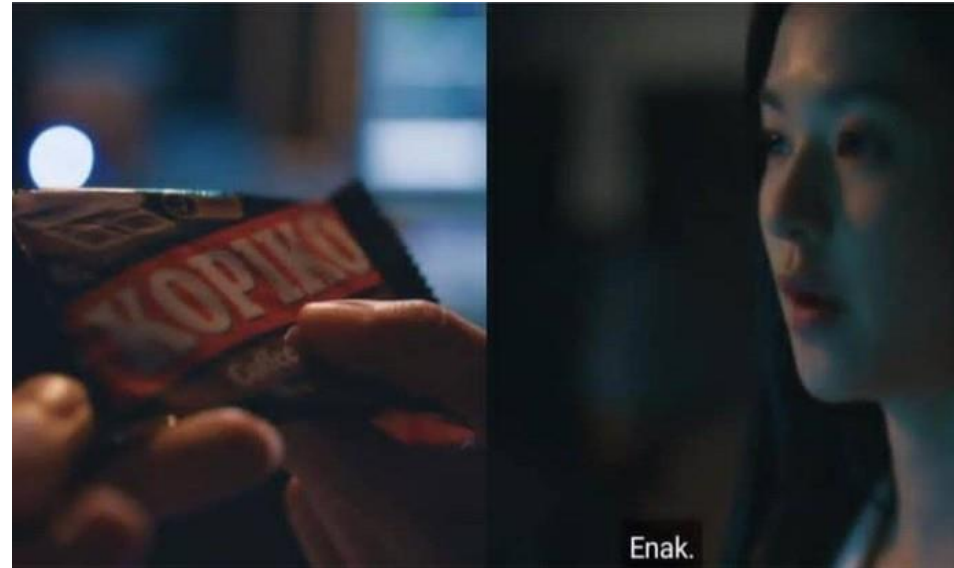
- Branding starts from **the experience** first. Effective that's where the branding process begins.
- Building a brand is not just a logo and advertisement, but building a positive consumer experience.
- Branding How customers always fall in love with our products or services.
- Make sure our products or services have added value that differentiates them from competitors.

Branding ala Starbucks



- A third place between home and work.

What perceptions do consumers have of the following products?



Sharia Branding - Wardah

Menu

Cari berita...

Bisnis.com

Wardah Donasi Rp6,8 Miliar untuk Penanganan dan Penanggulangan Covid-19 di Indonesia

Wardah yang merupakan salah satu brand kecantikan yang berada di bawah PT Paragon Technology and Innovation sejak awal pandemi Covid-19 terjadi di Indonesia selalu berperan aktif dalam upaya penanganan.



Janlika Putri Indah Sari - Bisnis.com

15 Juli 2021 | 21:45 WIB

Wardah

#LANGKAHBAIKMUBERARTI

KONTRIBUSI BERSAMA DALAM PENANGANAN
DAN PENANGGULANGAN COVID-19

PARAGONCORP



PARAGONCORP

Wardah



PT Paragon Technology and Innovation Melalui Wardah Menyalurkan
Dana CSR Kepada RS Persahabatan & RSPH Siliwangi senilai

Rp. 6.800.000.000,-

#LangkahBaikmuBerarti Untuk Penanganan dan



Salman Subakat
CEO PT Paragon Technology and Innovation



dr. Mohammad Syahril, Sp.P., MPH
Dir. Utama RSPH Persahabatan & RSPH Siliwangi

Partnership
iFORTE
Community for Better Life

iFORTEPRENEUR 4.0
DIGITAL BUSINESS PLAN COMPETITION FOR UMKM

TOTAL HADIAH
180 JUTA RUPIAH!

INFORMASI LEBIH LANJUT DAN PENDAFTA
iforte.id/id/ifortepreneur

Top Latest People Photos Videos

putri wiranda @putriwiranda1 · 9h
Tetep stay tune dong sama #wardah

News
Wardah Bantu Alat Kesehatan Hadapi Corona ke Sejumlah RS Senilai Rp 40 M

mdbstr @andiintap · 2d
Asli bangga banget aku, pake produk @wardahbeauty dan produk" lain dari ptu juga. Dan aku sangat" bangga udah jd bagian dari keluarga besar PTI yg luar biasaaahh 🥰🥰 #wardah

News Anggapan Warga
Pergerakan Alas Kandang, Warga Muka Red Kandang
KOR (7/3/21)
Pusat Dink - Lantai 2 dan 3, Kantor Dinas Kesehatan

No	Kategori Pengeluaran	Alas Kandang	Waktu	Hasil	Anggaran	Realisasi	Saldo
1	Wardah Beauty & Cosmetics	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	0
2	Wardah Beauty & Cosmetics	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	0
3	Wardah Beauty & Cosmetics	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	0
4	Wardah Beauty & Cosmetics	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	0
5	Wardah Beauty & Cosmetics	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	0
6	Wardah Beauty & Cosmetics	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	0
7	Wardah Beauty & Cosmetics	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	0
8	Wardah Beauty & Cosmetics	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	0
9	Wardah Beauty & Cosmetics	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	0
10	Wardah Beauty & Cosmetics	10.000.000	10.000.000	10.000.000	10.000.000	10.000.000	0

Tweet

lim Fahima Jachja @iimfahima
Yang suka tanya lipstick merahku mereknya apa?
Its Wardah no 07.
Translate Tweet

kumparan @kumparan · 19 Mar
Wardah menggelontorkan bantuan Rp 40 miliar dalam bentuk alat kesehatan ke sejumlah RS untuk hadapi Corona. #kumparanNews kumparan.com/kumparannews/w...

7:37 PM · 19 Mar 20 · Twitter for Android

melee @melianasution · 20 Mar
Replying to @kumparan
MasyaAllah Bu Nur! Btw, kalau kalian pake wardah gak cocok, coba pake emina ya! Brand sisternya wardah, ciamik juga! Aku ada ga cocok wardah, pake emina cocok. Kosmetiknya boleh makeover (brand sister juga), bagus lho! Ga kalah ma yg high end. #Wardah

Sharia Branding - Chikigo



chikigo.id • Following



chikigo.id Menyambut bulan July dengan melanjutkan [#PalestineSeries](#) [@chikigo.id](#) . Ada totebag santai nih yg nyaman banget buat sehari2.

Bahan luar: seperti kain celana warna khakhi tapi lebih tebal. Texture seperti denim rapi lembut. Dengan kulit sintesis dan drill untuk bagian kantong2 dalamnya (review swipe left)

Totebag ini termasuk dalam Palestine Series nya [@chikigo.id](#) , yang sebagian hasil penjualannya di donasikan untuk Palestine via [@actforhumanity](#).

Harga: 249k. Marii dibeli 😊

1 2 3 4 5



Liked by [marissahaque](#) and 93 others

JULY 1



Add a comment...

Post

Branding Strategy in the Digital World

- Activating brands in the digital world.
- In the absence of a mobile device company, the brand's existence will be threatened.
- If it doesn't change, time will leave.
- Communicate added value through various digital channels.
- It is impossible to target all segments.
- Starting from a scale that fits our budget.



Halal Food
in
Seoul, Korea



THANK YOU