

DIGITAL MARKETING STRATEGY BASED ISLAMIC VALUE: HOW TO ACHIEVE COMPETITIVE ADVANTAGE?

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Abstract

Technological developments produce increasingly sophisticated facilities, which can be used as media in the development of competitive advantage-oriented business ventures. The use of an effective SWOT analysis can provide a good strategy formulation to win the market competition. One form of technology integration is in marketing practices using digital marketing strategy. The purpose of this study is to conceptually examine digital marketing strategy based Islamic value in achieving competitive advantage. This research will take a close look at digital marketing in the perspective of Islamic economics. In digital marketing with an Islamic perspective, all activities related to the technology must be based on Islamic value. This type of research is descriptive with a qualitative approach. Research data is primary data in the form of empirical findings of PT. Bunda Solusi Indonesia. The conclusion that can be drawn from the results of the discussion is that the integration of examine digital marketing strategy based Islamic value in a business requires an analysis of internal and external factors to determine the most appropriate digital marketing strategy. This strategy is essentially a form of marketing that emphasizes digital marketing to increase competitive advantage.

Keywords: *SWOT Analysis, Digital Marketing Strategy, Islamic Value, Competitive Advantage.*

INTRODUCTION

In the current era, modern business competition has an impact on changing the focus of competition from competition between independent companies towards competitive advantage. PT. Bunda Solusi Indonesia, one of them, is a company engaged in the distribution of children's drugs with the Paramorina brand on each of its products, applying the importance of achieving competitive advantage requires strategic policies to achieve competitive objectives. PT. Bunda Solusi Indonesia is a company that cannot be separated from the problem of market competition. Therefore, an appropriate strategy is needed to overcome the competitive problem so that it can attract the attention of consumers, where the company must carry out a strategy that can strengthen its position in the market, and survive against competitive pressures.

The conceptual model of a company's competitive advantage is a set of external factors, including market diversity, technological sophistication, market attractiveness, product/industry life cycle, demand, and concentration of competition. The company's internal capabilities include innovation, quality, cost and creation of flexible organizational structures and systems. A company can develop a competitive strategy, one of which is an effort to retain customers, which is a very important thing to do in an increasingly competitive business world. All business people always try to improve customer satisfaction through the fulfillment of expectations and needs, the development of this competitive strategy aims to make companies maintain their existence (Nayebzadeh et al., 2013). Companies with product innovation and fast delivery times can increase market share and sales which means that the company has a high level of responsiveness, flexibility, and reliability so that the ability to increase company assets is higher (Mentzer et al., 2001). The development of technology, the increasing diversity and number of products and services in the market causes major changes to producers or sellers experiencing increasingly fierce competition, which demands increasingly hard efforts through various business strategies, therefore marketing activities play an important role in order to expand the market and win the competition (Runtuuwu et al., 2014).

The best way to maintain and or expand the market is to follow the latest printing technology development trends. However, this step must be followed by conducting market education through offering comprehensive solutions. Companies need to recognize the company's strengths and weaknesses in competing. This will greatly assist the company in recognizing itself, as well as

taking advantage of every opportunity that exists and avoiding or minimizing threats. This statement was expressed by Guiltinan (1994). So, the function of the SWOT analysis and competitive strategy is to analyze the strengths, weaknesses and competitive advantages of the company/business which is carried out through an analysis of the company's internal conditions, and analysis of the opportunities and threats faced by the company through analysis of the company's external conditions. The development of this competitive strategy is intended so that the company can see objectively internal and external conditions so that it can anticipate changes in the external environment, which is very important to gain competitive advantage and have products that are in accordance with consumer desires with optimal support from existing resources (Rangkuti, 2005). Strengths, weaknesses, opportunities and threats are dynamic factors in SWOT (Strength, Weakness, Opportunity, and Threat) which can describe the company's ability to optimize and allocate using its resources and the situation it faces in an effort to achieve a goal.

One of the factors that underlie marketing success is finding the most appropriate strategy according to current market conditions. The most relevant business strategy and able to answer the challenges of increasing market competition is a business strategy that is able to accommodate market criteria through the use of various types of facilities and infrastructure which are also increasingly advanced and developing (Lucyantoro & Rachmansyah, 2017). One of these strategies is a digital marketing strategy that is useful for strengthening communication in marketing a product that is carried out by the company through digital media. The strategy in the marketing aspect using digital tools or known as digital marketing is a marketing method carried out using the help of digital instruments, especially the internet and the various applications contained in it and the equipment that supports the use of these media, which allows the creation of a network or connection with many parties, in this case between the producer/seller and the customer, without being limited by distance, time and place (Ryan, 2014). The use of digital marketing is the right choice for companies to develop the business they run. The magnitude of the benefits obtained, the easy access at this time makes the digital marketing strategy the right solution to expand the reach of its business.

In the context of sharia, marketing is the most important thing, especially since the target market is Muslims who are the majority. So Islamic marketing principles are important to apply (Panggabean, 2022). Important

things that have been exemplified in terms of serving the Prophet applying a polite, gentle and sympathetic nature to customers. These characteristics are then used as basic principles in Islamic marketing. The key to the success of Prophet trade is to maintain consumer trust, a good name is a brand that becomes the most important identity of a company and the person who markets it. In the historical records of the Prophet Muhammad has succeeded in building sharia marketing with people who know themselves as al-amin (honest people). So that the Prophet's merchandise is always in demand in the market, the Prophet's sales are known to be very honest and offer guaranteed product quality and never disappoint customers (Kartajaya & Sula, 2006). Like the Messenger of Allah, he is a businessman who also does marketing. He is a marketer who is honest, fair, and wise and likes to build a good relationship with his consumers and his fellow human beings. By adhering to the values contained in the Al-Quran and Al-Hadith, Rasulullah SAW did business professionally (Sula & Kartajaya, 2006). The impact is felt on the increase in business actors. The application of digital marketing that is in accordance with Islamic law and runs smoothly thanks to the support of advanced technology can help companies seize broad market opportunities and achieve competitive advantages (Hartini & Fasa, 2022).

LITERATURE REVIEW

SWOT Analysis

Definition of SWOT Analysis according to Wicaksono & Hariadi (2015) SWOT analysis is a strategic planning method used to evaluate the factors that become strengths, weaknesses, opportunities, and threats that may occur in achieving the objectives of project activities/business activities or institutions on a wider scale. According to Freddy Rangkuti (2009: 18) SWOT analysis is the process of systematically identifying various factors in order to determine the right formulation and carry out the best company strategy. Rangkuti (2014) explained that SWOT analysis is a systematic identification of various factors to formulate corporate strategy. This analysis is based on logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats. The strategic decision-making process is always related to the development of the company's mission, goals, strategies and policies. Thus, strategic planning must analyze the company's strategic factors (strengths, weaknesses, opportunities and threats) in the current conditions.

This SWOT analysis is based on logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats. The company's strategic decision-making process is always closely related to the development of the company's mission, vision, goals, strategies and policies. Therefore, strategic planning really requires analysis of each of these SWOT (strengths, weaknesses, opportunities, and threats) in the current corporate environment (Rangkuti, 1998). SWOT analysis which includes efforts to identify the strengths, weaknesses, opportunities, and threats that determine the company's performance. External information about opportunities and threats can be obtained from many sources, including customers, government documents, suppliers, banking circles, partners in other companies. Many companies use the services of scanning agencies to obtain newspaper clippings, internet research, and analysis of relevant domestic and global trends (Richard, 2010).

SWOT analysis compares external opportunities and threats with internal strengths and weaknesses. Elements of SWOT Strength, Weakness, Opportunity, Threats (Meilani, 2015). The SWOT analysis method is considered the most basic method of analysis, useful for viewing a topic or problem from four different sides. The results of the analysis are usually directions or recommendations to maintain strengths and take advantage of existing opportunities, while reducing weaknesses and avoiding threats. The main thing to emphasize is that in the planning process, an institution requires an assessment of the current conditions and the future that will affect the process of achieving company goals (Wulandari et al., 2017).

SWOT Elements of External and Internal Factors

According to (Irham Fahmi, 2013:260) SWOT analysis more deeply necessary to look at external and internal factors as an important part of strategic formulation, namely:

1. External factors

These external factors affect the formation of opportunities and threats (O and T). Where this factor is related to the conditions that occur outside the company that affect the company's decision making. These factors include the industrial environment and the macro business environment, economy, politics, law, technology, population, and socio-culture.

2. Internal factors

These internal factors affect the formation of strengths and weaknesses (S and W). Where this factor is related to the conditions that occur in the company, which also influences the formation of company decision making. These internal factors include all kinds of functional management: marketing, finance, operations, human resources, research and development, management information systems and corporate culture.

With the SWOT analysis, the characteristics of the main strengths, additional strengths, neutral factors, main weaknesses and additional weaknesses will be obtained based on the internal and external environmental analysis carried out. From this analysis, the potential of an institution to be able to progress and develop is influenced by: how the institution utilizes external influences as additional strength and local influences from within which can be maximized (Wulandari et al., 2017).

Digital Marketing Strategy

Digital marketing strategy is a marketing strategy that utilizes growing information technology. Digital marketing is not a concept that focuses on technology, but on humans (marketers), namely how to understand understanding humans (marketers), how to use technology in building relationships with other humans (customers) to build and significantly increase sales (Ryan, 2014).

The use of technology in the form of the internet and digital media has supported the modern marketing process, which often brings up labels or terms created by academics and professionals. Digital marketing, web marketing, and internet marketing are examples of labels or terms that have been created. The use of digital marketing is currently being implemented by business people as a means to promote products or services to prospective buyers through media that is convenient and easily accessible to buyers (Sari & Dwiya, 2018).

In doing marketing, a precise strategy is needed so that what is hoped for can be realized in reality. Several steps that need to be taken in carrying out a marketing strategy are making decisions about marketing costs from the company, marketing mix and marketing allocation. The ultimate goal of marketing is customer satisfaction (Ryan, 2014).

Digital Marketing is the promotion of a product or brand through one or more forms of electronic media. Digital Marketing is often referred to as online marketing, internet marketing, or web marketing, although it is made on a computer and in electronic form, promotion via radio television and digital print in the form of billboard banners is not including digital marketing because it does not offer instant feedback and reports. technology is only a tool, which, when viewed from a marketing perspective, is a means of connecting that can increase the effectiveness of relationships between people, or in this case, between marketers and the target market (Ryan, 2014).

The decision to implement digital marketing as a business strategy must be adjusted to the characteristics of the business being run as a basis for confirming the level of need for implementing the strategy. Digital marketing, also known as digital marketing, is currently known as marketing 4.0. Marketing 4.0 is a marketing approach that combines online and offline interactions between companies and customers. Digital marketing is also very influential in the level of customer satisfaction because it can provide customers with the same basic benefits as other forms of marketing. Able to engage or reach consumers because communication occurs directly and in two directions so that business actors build relationships and foster consumer trust.

Islamic Value

Marketing in Islam is a form of muamalah that is justified in Islam, as long as all transactions are protected from prohibited things by sharia provisions. The term marketing, is very well known among businessmen. Marketing has an important role in the business map of a company and contributes to product strategy. Sharia marketing has several foundations described by Hermawan and syakir sula. The methods that are carried out in sharia, namely, sharia marketing strategies, aim to get information victory, by dividing the area so that they are superior in competition, and sharia marketing tactics, aiming to get victory information.

This means that in sharia marketing, the entire process, both the creation process, the bidding process, and the value change process, there should be no things that contradict the contract and Islamic muamalah principles. As long as this can be guaranteed, and deviations from the principles of Islamic muamalah do not occur in any transaction in marketing, it is permissible. Islam

views marketing as a sale and purchase that must be displayed and shown its features and weaknesses so that other parties are interested in buying it. The word of Allah SWT in the Qur'an which reads as follows:

إِنَّ اللَّهَ اشْتَرَىٰ مِنَ الْمُؤْمِنِينَ أَنفُسَهُمْ وَأَمْوَالَهُمْ بِأَنَّ لَهُمُ الْجَنَّةَ يُقَاتِلُونَ فِي سَبِيلِ اللَّهِ فَيَقْتُلُونَ
وَيُقْتَلُونَ وَعَدَا عَلَيْهِ حَقًّا فِي التَّوْرَةِ وَالْإِنْجِيلِ وَالْقُرْآنِ وَمَنْ أَوْفَىٰ بِعَهْدِهِ مِنَ اللَّهِ فَاسْتَبْشِرُوا بِبَيْعِكُمُ
الَّذِي بَاتِعْتُمْ بِهِ ۖ وَذَلِكَ هُوَ الْقَوْزُ الْعَظِيمُ

“Allah has indeed purchased from the believers their lives and wealth in exchange for Paradise. They fight in the cause of Allah and kill or are killed. This is a true promise binding on Him in the Torah, the Gospel, and the Quran. And whose promise is truer than Allah’s? So rejoice in the exchange you have made with Him. That is ‘truly’ the ultimate triumph.” (Surah At-Taubah [9]:111)

In this verse, Allah SWT confirms his promise to the believers who have been willing to sacrifice their lives and property in His cause by exchanging them for heaven as a commensurate recompense for what they have sacrificed. Know that no one has sincerity and accuracy in his promises more than Allah SWT.

Businesses run through digital marketing have characteristics based on Islamic value, namely marketing in cyberspace does not contain mairis (gambling), activities involving the manufacture and/or sale of illicit products are prohibited, marketing that contains elements of gharar (uncertainty), and digital marketing does not contain usury (interest), as Allah SWT. said:

الَّذِينَ يَأْكُلُونَ الرِّبَا لَا يَقُومُونَ إِلَّا كَمَا يَقُومُ الَّذِي يَتَخَبَّطُهُ الشَّيْطَانُ مِنَ الْمَسِّ ذَٰلِكَ بِأَنَّهُمْ قَالُوا
إِنَّمَا الْبَيْعُ مِثْلُ الرِّبَا وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا فَمَنْ جَاءَهُ مَوْعِظَةٌ مِّن رَّبِّهِ فَانْتَهَىٰ فَلَهُ مَا سَلَفَ
وَأَمْرُهُ إِلَى اللَّهِ ۖ وَمَنْ عَادَ فَأُولَٰئِكَ أَصْحَابُ النَّارِ ۖ هُمْ فِيهَا خَالِدُونَ

Meaning: *“Those who consume interest will stand ‘on Judgment Day’ like those driven to madness by Satan’s touch. That is because they say, “Trade is no different than interest.” But Allah has permitted trading and forbidden interest. Whoever refrains—after having received warning from their Lord—may keep their previous gains, and their case is left to Allah. As for those who persist, it is they who will be the residents of the Fire. They will be there forever.” (Surah al-Baqarah [2]: 275)*

There are four Islamic value as guidelines, namely:

1. Rabbaniyah

Every activity carried out is recommended to follow steps in accordance with Islamic value. Because at every step of action, Allah SWT always supervises what we do. Therefore, we should stay away from actions that are prohibited In the Qur'an AZ-Zalzalah verse 7, namely:

فَمَنْ يَعْمَلْ مِثْقَالَ ذَرَّةٍ خَيْرًا يَرَهُ

Meaning: "So whoever does an atom's weight of good will see it."

2. Akhlaqiyyah

The next provision is prioritizing morals in various aspects. One of them is in sales, which prioritizes the ethical code of all religions and is comprehensive in nature.

3. Al-Waqi"yyah

Sales according to sharia is a comprehensive provision by prioritizing norms, especially Islamic value.

4. Insaniyyah

The next virtue of selling sharia is a comprehensive activity, such as an understanding of one's ability to understand others regardless of any status.

Digital marketing has a place in the Islamic perspective, but sharia requirements must be adhered to. This is to ensure that the goals regarding online business, falah and maximum profit can be achieved. By achieving these goals Muslims can be successful in business as well as in the hereafter. The maximization of falah can be achieved by complying with Sharia and the four main prohibitions outlined are the prohibition of riba, maisir, and gharar and the sale of prohibited products. On the other hand, maximizing profits from digital marketing can be achieved by differentiating products, quality and services offered to customers through online marketing mixes and networks (Junusi, 2020).

Competitive advantage

Companies that will compete in global competition must have a competitive advantage over their competitors. Competitive advantage is the company's ability to create a superior position compared to its competitors

and is highly dependent on the match between the organization's internal capabilities and changing external conditions of the organization (Andrews, 1971; Chandler, 1962; Hofer and Scheler, 1978; Penrose, 1959 cited in Hart, 1995). In subsequent developments, time is considered as a source of competitive advantage (Kessler and Chakrabarti, 1996; Zhang, 2001 in Li et al, 2006). In this study, the dimensions of competitive advantage used include price, quality, delivery, product innovation, and time to market.

Competitive advantage is a relationship or series of various company resources. The importance of competitive advantage in organizations is not limited to external factors. Internal sources of competitive advantage of a company are considered as important factors that are no less important to achieve success (Wang, Lin, & Chu, 2011). Competitive advantage is a company formulation strategy designed to achieve opportunities that cannot be imitated by competitors to maximize profits and be profitable (Pakaya, 2011). Competitive forces that exist in the company's environment and show the influence of internet technology on each strength. These forces help determine the company's position versus its competitors in the industry.

Competitive advantage is the key to success for organizations or companies that are in an environment that is constantly undergoing rapid changes in a fiercely competitive environment and in an increasingly short period of time (Utama, 2010). Competitive advantage stems from many activities that are possible from outside the company to design, carry out production and marketing, supply, and other support to produce its products. Each of these activities can contribute to the relative cost of the firm's position and as a means of differentiation (Tilley, 2003). So this competitive advantage can be achieved by utilizing existing resources in the company. These advantages include the company's ability to differentiate itself from competitors through various important management decisions. These competitive capabilities include: cost, quality, delivery, and flexibility (Tracey et al., 1999; Roth and Miller, 1990).

According to the traditional view, resources owned by firms in the same industry are bought or adopted easily by other firms. Meanwhile, sustainable competitive advantage according to the resource-based view can be achieved if the resources and capabilities of the company are homogeneous, different from other companies or competitors, and other companies or competitors do not have the ability to obtain similar resources. Organizational resources are the basis for achieving and maintaining competitive advantage (Ismail et

al., 2012). So to increase the company's competitive advantage, the company must be able to manage existing resources in the company. Resources that are unique and have differentiating values greatly support the company's competitive advantage. For this reason, companies must be able to manage all their resources in order to create a competitive advantage, and can achieve superior company performance. Organizational resources that can be optimized in increasing competitive advantage and organizational performance are all competencies that exist within the organization.

In general, competence emphasizes more on productive behavior that must be possessed and demonstrated by someone in carrying out a job in order to achieve extraordinary results (Hutapea & Nurianna Thoha, 2008). The company will focus on a series of innovations based on ideas from customers, competitors, and suppliers of products or raw materials, as well as processes to improve its advantages. This effort is a more effective way to compete overall (Tilley, 2003). In addition to the competence of the company, it can also improve the company's ability to manage resources to increase its competitive advantage and improve company performance. The company's innovation will be a competitive advantage because the company is always innovating, for example product, process and market innovation.

Meanwhile, according to Gluck and Frederick (1980) a company is said to have a competitive advantage if it fulfills the following characteristics: 1) Special competence, for example having a product with better quality, having a smoother distribution channel, faster product delivery, having a more well-known product brand. 2) create imperfect competition. Competence describes the characteristics of knowledge, skills, behavior, and experience to perform a particular job or role effectively. In today's era of globalization, competence is not just knowledge and skills. Competence is a very complex special ability. Like jobs compiled by the Ministry of Manpower in various countries, there are competencies ranging from the competence of doctors, teachers, soldiers (Adiputra & Mandala, 2017). Meanwhile, sustainable competitive advantage according to the resource-based view can be achieved if the resources and capabilities of the company are homogeneous, different from other companies or competitors, and other companies or competitors do not have the ability to obtain similar resources.

RESEARCH METHODS

The location of this research is PT Bunda Solusi Indonesia Kudus. The research sample is directors, brand managers, leaders and also some employees at PT Bunda Solusi Indonesia to provide accurate data or information. To obtain accurate data that can be trusted and relevant to the problem under study, the data collection was carried out by several methods: Interview and Observation.

In this study, the author uses a type of qualitative research with the research method used is descriptive research, namely research methods aimed at describing existing phenomena, which are currently taking place. Descriptive research aims to make a systematic, factual and accurate description of the facts and characteristics of a particular research object. The discussion presented is based on references examined through verses of the Qur'an, hadith and books of fiqh. From these references, the opinions and arguments of the scholars are quoted along with the arguments they make as the basis of the arguments, and the opinions of the experts after which conclusions are drawn.

Data analysis technique: SWOT analysis, SAP analysis (Strategic Advantage Profile) The steps in performing SAP analysis (internal factor analysis): Identify the elements that constitute the company's strengths and weaknesses. ETOP analysis (Environmental Threat & Opportunity Profile) The steps in conducting an ETOP analysis (external factor analysis): Finding a formulation (identifying elements that are opportunities and threats to the company).

The process of determining a digital marketing strategy requires an in-depth analysis of the business how to use digital technology by companies, methods of using digital technology to reach customers with the main objective of requiring critical points owned by the business and can be unique and have high competitiveness in the market, and about the most appropriate method of integrating digital marketing strategies for maximum results according to the set targets. Islamic value of digital marketing strategy analysis aims to describe digital marketing from an Islamic economic perspective. The steps taken in this research are to read and then understand and examine sources related to the research theme and describe them in the format of research results. Competitive advantage analysis examine the process of adjusting digital marketing strategies in an Islamic perspective to find competitive advantages.

DISCUSSION

In this analysis, there will be a discussion about the formulation of the problem that is being experienced by PT. Bunda Solusi Indonesia Kudus. The analytical method used is SWOT (Strength, Weakness, Opportunity, and Threat). The SWOT analysis itself consists of 2 methods:

- Strategic Advantage Profile Analysis

Is a means to make a systematic evaluation of the strategic advantages of the company that is important to the company in the internal environment. SAP Analysis PT. Bunda Solusi Indonesia Kudus covers strengths and weaknesses.

Strength of PT. Bunda Solusi Indonesia Kudus used as a data collection technique/indicator used were:

1. The only honey product with the most variants
2. be a solution to all kinds of children's problems
3. Not many competitors have products with complete variants
4. Very affordable price. If we look online, no one is brave with the price of 50 thousand because the advertising cost is very high. For reseller agents, there is a wholesale price unlike the enduser price. And there are also restrictions on purchases to sub distributors because they buy high even thousands, so there is a limit on the amount to keep the market price stable, 500/1 transaction for 1 average one month

Weaknesses of PT. Bunda Solusi Indonesia Kudus used as a data collection technique/indicator used were:

1. New branding process

Like developing paramorinac.co.id, it has not been fully opened because no one has dared to advertise there because it is one that is registered with the BPOM which is officially registered while PT. Bunda Solusi Indonesia Kudus is a seller, so they use other websites.

2. Haven't been able to cooperate with national distributors to enter the offline market

To enter the offline market, such as pharmacies, agents still enter. So, in order to get to the pharmacy, PT. Bunda Solusi Indonesia Kudus must cooperate with national distributors. First, the demand is high, secondly, PT. Bunda Solusi Indonesia Kudus must have a taxable company, the company has been taxed. The company is already in

the process of going there, continuing to make improvements in the financial department because a large national scale company that can enter all pharmacies throughout Indonesia requires a tax invoice to run, when this company can't present a tax invoice then it can't work with pharmacies. PT. Bunda Solusi Indonesia is preparing itself to be able to taxable company to be able to issue tax invoices, to be able to enter on a national scale and be able to increase focus on offline. So for this reason, the financial team is continuously strengthened to be able to bring the company to taxable company.

- Environmental Threat & Opportunity Profile Analysis

Is a means to make a systematic evaluation of the strategic advantages of the company that are important to the company in the external environment. ETOP Analysis PT. Bunda Solusi Indonesia Kudus covers opportunities and threats.

Opportunity PT. Bunda Solusi Indonesia Kudus used as a data collection technique/indicator used were:

1. The BPOM and Halal certifications for Paramorina products have more value than other herbal products.
2. It has a wide capacity and reach because of the many variants that paramorina products have.
3. People's need for safe products is increasing because medicine is a primary need just like humans need to eat and drink
4. The occurrence of the development of the internet which aims to improve communication with consumers which will help increase sales.

Threat of PT. Bunda Solusi Indonesia Kudus used as a data collection technique/indicator used were:

1. Expensive advertising costs
2. There are competitors who are already known to the market
3. Slow market growth

In carrying out a business activity, such as PT Bunda Solusi Indonesia, it has had and implemented a marketing strategy by adjusting the potential in the regional market. The marketing strategy in a company cannot be done only once, but it takes a long process to create a marketing strategy that suits the company. The most basic and necessary thing in a marketing strategy is how and how to attract the interest of the public/prospective consumers to want to shop in order to survive or increase the number of buyers/consumers in the place.

Analysis of internal aspects in determining digital marketing strategies plays a major role in the successful implementation of these strategies. However, another thing that should not be forgotten is related to external conditions that also need to be analyzed, especially regarding customers from the digital market which are the main targets of the business.

- a. Media from digital marketing implemented by PT Bunda Solusi Indonesia provides convenience for customers to use. When a customer feels that the media used is comfortable, the customer will be able to use it more effectively and efficiently. This will make customers feel the speed of access in finding the desired need and tend to find it faster.
- b. The features of digital marketing media such as Tiktok, Facebook, Instagram, or marketplace applications such as Shopee, Tokopedia, are all user centric. Digital technology allows the customer to be one of the parties that contribute to the formation of the product. PT Bunda Solusi Indonesia by providing media that can accommodate customer desires in terms of these contributions will increasingly make customers feel they have control over the product through the feedback provided, so that it will provide positive value to customers.
- c. Service speed. One of the main benefits of digital technology is the provision of time efficiency for customers in finding and obtaining the desired product or service. Therefore, the sooner a product or service is presented, the more customers will feel the fulfillment of their expectations because customers really value their time.
- d. Product quality. Digital technology makes competition between products and services increasingly fierce, where customers can easily get many choices for the desired product or service to be compared and choose the one that feels the best quality. This shows the increasing importance of product quality in digital marketing strategies to be able to build customer satisfaction, trust and loyalty.

The digital marketing strategy is implemented by PT Bunda Solusi Indonesia in launching new products on the market through advertising. The first process of advertising on social media is through Facebook, because Facebook is merged with Instagram when advertising on Facebook automatically advertises on Instagram.

- Facebook has a fan page feature, that's where it's made to advertise
- Instagram: when advertising via Instagram, consumers can access the web and then are directed to enter chat with the admin via the whastApp application. That's when the task of customer service is to

serve prospective buyers via chat, either in the form of consultations or questions about the order system

- Marketplace application: marketplace provides sales, payment and transaction facilities only. Every seller in a pure marketplace generally has freedom in store customization, such as product categories, store display decorations to the choice of delivery services. This type of marketplace is the most common in Indonesia, including those that have been used by PT Bunda Solusi Indonesia are Shopee, Tokopedia, and Lazada.
- Google: When consumers search for information about products on Google, they will be directed to enter Paramorina's official YouTube channel.
- Tiktok: Tiktok is a form of digital marketing application that has the potential to sell a lot, because besides being able to be used for advertising, Tiktok also has features that help users sell and buy products called tiktok-shop, so consumers don't have to bother opening a marketplace application or online store for transactions, and given a place to create content to be able to build product branding.

They all provide a database for users, the user data when creating a social media account, when filling in the data on hobbies, age, domicile, it is read by the database, and the user data is used for advertisements sold from this social media company to advertisers or advertisers. When advertising using a large budget, PT Bunda Solusi Indonesia will get more and more data and this data will not move PT Bunda Solusi Indonesia to other categories because the data is mature.

If according to the teachings of Islam, PT Bunda Solusi Indonesia Kudus is in accordance with Islamic law because PT Bunda Solusi Indonesia Kudus still prioritizes customer satisfaction in any way, such as the authenticity of the advertised product is no different from the original, making something interesting such as choosing the best image but using goods the original that is sold / the same between the advertised goods and what the buyer will receive if they buy the goods. As stated in the Qur'an Surah An-Nahl verse 125 which reads:

أَدْعُ إِلَى سَبِيلِ رَبِّكَ بِالْحُكْمَةِ وَالْمَوْعِظَةِ الْحَسَنَةِ وَجَادِلْهُمْ بِالَّتِي هِيَ أَحْسَنُ إِنَّ رَبَّكَ هُوَ أَعْلَمُ
بِمَنْ ضَلَّ عَنْ سَبِيلِهِ وَهُوَ أَعْلَمُ بِالْمُهْتَدِينَ

Meaning: *Invite "all" to the Way of your Lord with wisdom and kind advice, and only debate with them in the best manner. Surely your Lord "alone" knows best who has strayed from His Way and who is "rightly" guided.*

In practice, digital marketing strategies according to Islam follow traditional marketing concepts. Marketing in Islam refers to the identification and implementation of value maximization strategies for the benefit of marketers and society as a whole based on the guidelines of the Qur'an and Sunnah (Ahamedullah, 2015). Islam is a religion that motivates its people to become entrepreneurs through trade. The Qur'an explains that when one has finished praying as an obligation to God, humans are commanded to seek His bounty in any form, including trade or other business. Prophet Muhammad SAW is also a successful trader and has inspired today's business people by making his character in trading a guide for today's contemporary era.

Another goal of marketing strategy is to achieve prosperity (falah), business should not be solely directed at profit but also efforts to be upheld and improve human welfare. There are four characteristics of Islamic marketing, including spiritualistic, ethical, realistic, and humanistic. Spiritualism is the umbrella of all teachings in Islamic marketing (Arham, 2011). All business behavior must be in line with the teachings of the Qur'an and As-Sunnah.

As we have seen, strategy is a reference that can be used as a starting point for action. While competitive advantage is a real thing that companies must have in competing. Porter (1980:3) says that: My aim is to build a bridge between strategy and execution, and not treat these two subjects separately or consider implementation which is hardly characteristic of much of the previous research in this area. From the opinion above, it can be seen that the digital marketing strategy as an initial strategy with various analyzes has a close relationship with competitive advantage as a real action because a strategy without action will be in vain as well as action without a strategy.

Companies that will compete in global competition must have a competitive advantage over their competitors. Swierz and Spencer (1994) provide an understanding of competitive advantage, which is a unique position developed by an organization in an effort to beat competitors. While Wright and McMahan (1992) distinguish competitive advantage according to the traditional view with a sustainable competitive advantage according to a resource-based view. According to the traditional view, resources owned by firms in the same industry are bought or adopted easily by other firms.

The competitive advantage itself actually already exists in PT. Bunda Solusi Indonesia Kudus. Being a company that has been around for a long time and has experienced ups and downs, should make PT. Bunda Solusi Indonesia Kudus is getting stronger and united for mutual progress and

prosperity. Based on the theories of the experts, it is also finally known the actual condition of the company in the world of competition. Then find the right digital marketing strategy. In the digital marketing strategy, it would be better to review the strategy to increase promotions, both products and PT. Bunda Solusi Indonesia Kudus. According to Gluck and Frederick (1980) a company is said to have a competitive advantage if it meets the following characteristics: 1) Special competence, for example having a product with better quality, have a smoother distribution channel, faster product delivery, have a more well-known product brand. 2) create imperfect competition. In a perfectly competitive market, every company can enter and leave the market easily, so companies that want to find a competitive advantage must get out of the perfectly competitive market. 3) Sustainability, meaning that competitive advantage must be continuous and uninterrupted. 4) Match the external environment. The external environment provides opportunities and threats to competing companies. Therefore, a competitive advantage does not only look at the weaknesses of competitors but also must pay attention to market conditions.

CONCLUSION

PT. Bunda Solusi Indonesia Kudus is quite dynamic, where the opportunities and threats faced are often changing which affects the company in making strategic policies. However, PT. Bunda Solusi Indonesia Kudus is still able to deal with it flexibly for everything that is faced. SWOT is the initial analysis to analyze about internal and external factors. External and internal analysis, about strengths, weaknesses, opportunities and threats as well as the competitive advantages that the company will have in the future and provide a good strategy formulation.

The digital marketing strategy as the main strategy of PT Bunda Solusi Indonesia Kudus is a marketing strategy that utilizes increasingly developing information technology. The implementation of these strategies in a business must take into account various internal and external factors to determine suitability and to determine the most appropriate digital marketing strategy. The main purpose of implementing the digital marketing strategy is to build communication between producers and customers, more precisely to communicate brands in building trust and brand loyalty to customers in order to achieve competitive advantage. Competitive advantage is the result of the satisfaction of implementing the right strategy.

Judging from the analysis of digital marketing in an Islamic perspective, PT Bunda Solusi Indonesia Kudus has been in accordance with applying the theories and concepts of Islamic digital marketing strategy and has implemented Islamic content which consists of the first three main things, the application of Islamic marketing characteristics; second, the application of Islamic business ethics; third, following the marketing practices of the Prophet Muhammad SAW. Based on the nature of the Prophet Muhammad, namely: Siddiq, Amanah, Fathanah, and Tabligh.

The managerial implication of this study is that to create a company's competitive advantage, it can be done by building a growth strategy that has not been developed by competitors. Efforts to improve business performance can be achieved through increasing the excellence of products such as creating many variants by offering many benefits. The results of this study are expected to have positive implications for theoretical development in enriching marketing strategy.

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