

Increasing Revenue through Instagram, Shopee, TikTok, and WhatsApp Applications from a Sharia Economic Perspective: (Case Study of Rabbani Wonosobo Store)

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ABSTRACT

In today's digital era, social media and e-commerce platforms such as Instagram, Shopee, TikTok, WhatsApp have become important tools for small and medium enterprises to expand their market reach and increase revenue. Instagram as the main information medium, which becomes the access to review other platforms used. Shopee is used as the main e-commerce platform, where customers can choose the products they want. The TikTok application is used as a medium for marketing creative content, while WhatsApp is used as a communication tool between sellers and buyers. This study aims to analyze the effectiveness of using the Instagram, Shopee, TikTok, and WhatsApp applications in increasing the revenue of Rabbani Wonosobo stores and evaluating their compliance with the principles of Islamic economics in running their business. The method used is a qualitative approach with a case study method at Rabbani Wonosobo shop. Data obtained through interviews with leaders, direct observation, and analysis of income levels before and after application use. In addition, researchers also used a literature review to find out the economic aspects of sharia. The results of the study show that digitalization helps marketing so that it can increase revenue at the Rabbani Wonosobo store, besides that in running its business, the Rabbani Wonosobo store always prioritizes sharia economic values.

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1. INTRODUCTION

In the current digital era, technological developments in various parts of the world have an influence on various economic sectors of a country, one of which is Indonesia. The Indonesian government has a national digitization program where technology development is used in all development sectors, including the economic sector. In the national digitization program, there are several objectives such as accelerating services, facilitating investment entry, data integration between development sectors, and accelerating the realization of national goals. (Heryana Nono, 2023). National digitization can be interpreted as a concept of developing and applying digital technology in all sectors of society and government in Indonesia with the aim of improving the welfare, innovation, creativity, and competitiveness of the nation. In the current era, the role of digital technology is very important (Wulandari, 2020) from the business, education and government sectors. With a national digital strategy as an effort to develop the digital economy so that it can provide benefits to all people in Indonesia. The existence

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of this technological advancement makes it easier for people to communicate to carry out various activities, including buying and selling. Technological developments have changed the way of interaction in marketing communications from face to face to screen to face, this has affected the increase in the use of the internet and social media so that it has an impact on increasing public interest in shopping online. The utilization of digital technology-based marketing is expected to be able to help the economic development of the community. The high competitiveness of businesses makes the use of digital technology increasingly necessary so as to increase business efficiency.

The rapid development of the internet has brought new changes in people's lives, and since its existence the internet has become the right means for entrepreneurs to market various products. E-commerce is part of the internet network, so economic growth cannot be separated from the use of the internet. The existence of e-commerce makes it easier to complete transactions. Therefore, people are increasingly interested in using e-commerce applications and social media as a tool to fulfill their needs and desires. In addition, social media has become the main platform for online buying and selling transactions, with advantages in broad and efficient information dissemination. A study by Purwiantoro and colleagues (2016) revealed that the use of social media for product publication and promotion can double the effectiveness of promotion. Although word of mouth is still commonly used, technological developments have changed its effectiveness. The limitations of direct social interaction make this method less optimal and difficult to reach a large area. Rabbani Wonosobo store is one of the well-known Muslim fashion stores in Wonosobo Regency, Central Java, which has implemented some digitalization in product marketing efforts. This shop sells a variety of Islamic clothing and accessories for various groups of people. Rabbani Wonosobo offers quality products with modern designs but still in accordance with Islamic law. Strategically located in the center of Wonosobo city, it makes it easy for local people who are looking for fashionable and classy Muslim clothing. The store not only provides daily wear, but also special collections for important moments such as products to support Palestine and Eid al-Fitr.

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Islamic economics is an economic system based on Islamic law, where the Islamic economic system has several universal principles such as justice, togetherness, willingness, helping, and avoiding uncertainty and certain restrictions in Islamic law in carrying out business activities. The Islamic economic system at this time has been widely applied by entrepreneurs, especially Islamic business people. The number of businesses that use the Islamic economic system is caused by several factors, one of which is the consumers of Muslims who are certainly always selective in choosing, determining, and using a product to meet their daily needs. As Muslims, they will certainly consider whether the products used are halal or not, besides the products, they will also consider how a business applies sharia principles from the production process to the marketing process. The following is a **Table 1** of revenue for Rabbani Wonosobo stores from 2015 to 2023.

The revenue table above shows store sales data from 2015 to 2024. It can be seen that store revenue has increased significantly from 2015 to 2019, reaching its peak in 2019 with a revenue of Rp 3 billion. However, since the COVID-19 pandemic hit in 2020, store revenue has decreased quite drastically from the previous year. Although there was a decline in 2021, in 2022 to 2023 revenue improved from the previous year. Seeing these fluctuations in revenue, it is necessary for Rabbani Wonosobo Store to analyze the effectiveness of the digital marketing strategy used, especially the use of Instagram, Shopee, TikTok, and WhatsApp applications. This analysis aims to determine the extent to which digital marketing contributes to increasing store revenue and its compliance with sharia economic principles. The results of the analysis are expected to provide useful input for shop owners in maximizing digital marketing strategies in the future. So that to achieve the research objectives,

the scope of the research includes interviews with leaders, direct observation, and analysis of income levels before and after using the application.

Table 1. Revenue of Rabbani Wonosobo Store

Year	Revenue
2015	Rp. 1.300.000.000,-
2016	Rp. 2.200.000.000,-
2017	Rp. 2.500.000.000,-
2018	Rp. 2.700.000.000,-
2019	Rp. 3.000.000.000,-
2020	Rp. 1.900.000.000,-
2021	Rp. 1.800.000.000,-
2022	Rp. 1.900.000.000,-
2023	Rp. 2.000.000.000,-

Source: author's processed data, 2024

Literature review

Revenue

In running a business, companies get income from various sources or what we usually call revenue. Revenue can be obtained from various activities, such as selling goods, providing services, dividends, royalties, rent and so on. Revenue plays a very important role because it is the core of all activities of a company. The term revenue can be interpreted differently depending on the point of view that sees it. Howkins argues, written by Herie Saksono (2012), that creativity in the economic and business sectors is the key to increasing individual income. He emphasized that creativity is an important component in the development of MSMEs. MSMEs themselves act as drivers of the creative economy and knowledge-based economy, where production and marketing factors are the focus of development to increase income. Budiono argues (2010), that income is the result that a person gets in return for one's efforts or work to fulfill life's needs.

Muhammad Abdul Mannan defines Islamic Economics as a social science that studies problems in the people's economy inspired by Islamic values. While Metwally defines Islamic Economics is a science that studies the behavior of Muslims who believe in an Islamic society that follows the Al-Quran, Prophetic Hadith, Ijma, and Qiyas. Thus, it can be concluded that the Islamic economic system is an economic system that refers to the basic teachings and values of Islam. In this case, the Islamic economy is always guided by sources derived from the Al-Quran, As-Sunnah, Ijma, Qiyas, and so on. In some ways, the Islamic economic system is a combination of the capitalist system and the socialist system, but in this case the Islamic economic system only has positive elements so regardless of the negative side. There are some basic principles put forward by Metwally which was rewritten by Drs. H. Muklis Bin Abdul Azis & Didi Suardi as oriented to the life of the world and the hereafter, creating a balance between private and public, guaranteed individual rights, individual property rights are recognized by the State, property is only a trust, the obligation to pay zakat, usury is haram, and the purpose of Islamic economics is to help humans achieve happiness in the world and in the hereafter.

In the Islamic perspective, income is the gain that a person gets in accordance with Islamic law. The terms income and profit are commonly referred to as profit in Indonesian, profit in English, and ribh in Arabic. According to Malikiyyah, income or net profit is divided into three types, namely (1) Ar-Ribh At-Tijari, namely the increase in assets from trade and business. (2) Al-Ghallah, which is the increase in the value of merchandise before sale. (3) Al-Faidah, which is the increase in value seen from the difference between the purchase price and the selling price of the goods owned. According to Umer Chapra in his book entitled *Islam and Economic Challenges* states that every society or economic system must be dominated by its own worldview which is based on a number of beliefs both implicitly and explicitly regarding the origin of the universe and the nature of man in the world. In this strategy must have an effective path to conduct socio-economic restructuring with the aim of encouraging the transformation of resources from one use to another user, so as to achieve the most optimal and equitable allocation and distribution. In this case a system strategy is needed that has several important elements such as a filter mechanism to maintain balance between balance and ownership, (Chapra, 1992).

That way, Umer Chapra clearly describes that in increasing the income of Islamic economics has a close main relationship to realize human goals in achieving happiness in the world and happiness in the hereafter. Increasing income is the most important goal where in increasing income includes several aspects such as the welfare of individuals, communities, and countries, as well as the fulfillment of primary, secondary, and tertiary needs. Therefore, there are two meanings that can be taken from Chapra's statement. The first is that an economic paradigm in conventional development cannot solve global economic problems. The second is that Islamic teachings are strong enough to be used as an alternative economic development paradigm. Chapra's view of reality

and the approach he uses is crucial to the discussion of Islamic economic development. Based on the basic ideas of the Islamic worldview, which are found in the primary sources of Islamic teachings, the Qur'an, and the As-Sunnah. Chapra also describes the Islamic perspective on economic development into five policy actions such as human resource development, wealth distribution, economic reconstruction, financial change, strategic financial policy as well as four elements of strategic policy planning such as moral filter mechanism, right motivation, socio-economic and financial change, the role of the state.

Digital Marketing

According to Agus Hermawan in his book entitled Marketing Communication, digital marketing is a product or service marketing activity carried out through digital platforms or channels. This term is also known as web marketing, online marketing, e-marketing, or e-commerce which is the marketing of products or services carried out via the internet. Digital marketing is used as a promotional medium that aims to convey, market, and disseminate a product so that it can influence consumer buying interest. According to the American Marketing Association (AMA), digital marketing includes activities, institutions, and processes supported by digital technology to create, communicate, and deliver value to consumers and other stakeholders. Digital marketing plays an important role in reaching a wider market through more practical methods compared to traditional marketing methods. Unlike traditional marketing methods, digital marketing is more targeted, interactive, and measurable. Digital marketing refers to almost all marketing activities carried out online, including digital communication and promotion channels that can be utilized by business owners to interact with targeted customers and prospective customers.

According to Nyoman Dwika Ayu Amrita, et al in her book entitled Digital Marketing, it is explained that the digital marketing communication model can be divided into two. The first is a one-way digital communication model, where digital marketing activities are only intended so that business voters can make it easy for customers to search for information about products/services, prices, locations, brands, etc. This model is usually done through websites (blogs), emails, marketplaces, search engine optimization (search engine optimization), and search engines. This model is usually done through websites (blogs), emails, marketplaces, search engine optimization (SEO), and search engine advertising (SEA). Then the second communication model is a two-way digital communication model, in this model approach business owners can exchange information directly (real time). The application of two-way digital marketing is carried out through marketing media such as WhatsApp, TikTok, Youtube, Instagram, Facebook.

Marketing is a crucial aspect of a business. Marketing is not just a function in the business, but how to develop the market creatively and innovatively. The purpose of marketing is to increase revenue. A Muslim trader should trade in an honest and fair way and adhere to Islamic principles. The concept of sharia marketing itself is actually not much different from the marketing concept in general. According to Hermawan Kertajaya in his book entitled Sharia Marketing explains that the current marketing concept is a science and art that focuses on creating and communicating value to consumers, as well as maintaining mutual relationships with stakeholders. However, in practice, marketing often uses persuasive tactics that encourage buyers to shop excessively. This is very much against the values of sharia business ethics. Islamic business ethics is a series of processes and efforts made in the business world to understand the difference between right and wrong, so that it can apply business in accordance with sharia principles related to products and services. In addition, in Islamic business ethics the actors when promoting digital marketing must be in line with the akhlaq exemplified by the prophet Muhammad SAW (Robiah, 2017):

1. Shidiq

Performers must have a true and honest nature, the Prophet Muhammad always emphasized honesty in every action and speech to build trust among consumers. When promoting products, honesty is the key to achieving blessings. By applying honesty to business, business people not only gain benefits in the world, but also goodness in the hereafter. This honesty creates a strong relationship between seller and buyer, which is essential for long-term success.

2. Amanah

Amanah means trustworthy, which is an important principle in the promotion of the products being sold. Every promotion must reflect a trustworthy attitude in accordance with the agreement that has been made before. The application of this principle in all marketing activities not only increases credibility, but also builds strong relationships with consumers. By maintaining trustworthiness, businesses can achieve continued blessings and trust from customers.

3. Fathanah

Fathanah means intelligent, Muslim business people must be able to utilize all their intellectual potential. The implementation of the nature of fathanah requires business people to be smart and wise so that they can analyze competitive conditions and changes that may occur in the future. Thus, they can develop various creativity and innovations that are useful to face challenges.

4. Tabligh

Tabligh means communicative, good Muslim business people must promote product advantages honestly and based on facts, without committing fraud to consumers. Business people based on Islamic values need to have broad insights and be able to convey their ideas quickly, precisely, and easily understood by consumers. With this approach, effective communication can be established, thereby increasing trust and positive relationships with consumers.

Some fraudulent practices in the market from an Islamic perspective that should not be done include:

1. Ikhtikar (demand and supply engineering)

The technique of ikhtikar in demand is when the buyer creates a false demand, as if there is a high demand for the product so that the selling price is high. Meanwhile, ikhtikar in supply is to reserve goods for sale that are currently needed by the public from circulation in the market within a certain period of time until the goods become more expensive. When the price is high, the goods will be sold.

2. Tadlis (fraud)

Every transaction in Islam must be based on the principle of agreement between two parties. They must have information about the goods offered to the market, both in terms of quality, selling price, quantity, and delivery time. So that no party feels disadvantaged in this case and no party feels cheated. Because Islam does not force anyone to sell or buy an item, because the element of coercion is strictly prohibited so as not to harm some parties.

3. Gharar (uncertainty)

Uncertainty relating to the quality, price, and delivery time of goods. Gharar trading is any type of buying and selling by deceiving the other party.

According to sharia principles, marketing activities must be based on the spirit of worship to God and strive for common welfare not for the benefit of the group or self. As stated in QS. An-Nisa verse 29. Doing business is an activity that is highly recommended in Islamic teachings. Rasulullah SAW also stated that 9 out of 10 doors of sustenance are through trade (al- hadith). This means that through trade, various sources of sustenance can be opened so that the bounty of Allah SWT can flow through these activities. Sharia digital marketing is a solution to meet the needs of a market that wants business practices in accordance with religious values and principles. Shariah-compliant digital marketing can be implemented by following the ethical guidelines of trade, sales, and marketing found in the Qur'an.

E-commerce

Legally, e-commerce refers to the use of websites, applications and internet access to conduct business transactions. This includes transactions between individuals as well as between companies. The term e-commerce has a broad scope, including a variety of services such as distribution, sales, purchasing, marketing, after-sales support, and product services. All these activities are conducted through electronic systems, such as the internet or other computer networks. E-commerce is a marketplace that connects buyers and sellers to conduct digital transactions. E-commerce has six beneficial effects on company operations. The six effects include increased control over products, reduced operational costs, supply chain optimization, strengthened relationships with consumers, and maintaining better relationships with suppliers. E-commerce has several advantages over traditional retail including increasing revenue in sales and narrowing the e-commerce distribution network. Some e-commerce platforms that are often used by entrepreneurs are:

1. Instagram

Instagram is a platform that makes it easy for users to share photos, videos, and social networking services online. It allows its users to capture and share content with the general public. With various features and advantages, Instagram has driven rapid user growth, making it the top choice for many digital marketers to carry out their marketing activities, especially in branding and product promotion (Dian Budiargo, 2015).

2. Shopee

Shopee is an online shopping platform that provides a variety of products ranging from electronics, books, children's toys, baby equipment, health and beauty products, household appliances, sports equipment, to traveling equipment. Shopee is also one of the e-commerce that utilizes mobile marketplace business opportunities. By providing a mobile application to facilitate buying and selling transactions via mobile devices. Overall, shopee positions itself as a marketplace application (Sulton Ali, et al. 2021).

3. TikTok

TikTok telah membuka berbagai peluang bisnis melalui fitur-fitur yang menarik dan berbasis penggunaan yang besar, khususnya di Indonesia yang memiliki lebih dari 10 juta pengguna. Dari platform hiburan, TikTok kini berubah menjadi media yang efektif untuk perencanaan bisnis dan aktivitas perdagangan. pemilihan strategi komunikasi yang tepat sangat penting karena mampu mempengaruhi perubahan perilaku pengguna secara

luas. Di Indonesia, mayoritas pengguna TikTok adalah pelajar, sehingga menjadikannya tren utama di kalangan generasi muda (Muhammad Hafif Rafi Andhika, dkk. 2022).

4. WhatsApp

WhatsApp sebagai salah satu platform komunikasi telah banyak digunakan oleh Masyarakat, hal ini memungkinkan aplikasi WhatsApp dimanfaatkan sebagai sarana komunikasi langsung antara pelaku usaha dan calon konsumen. Dengan menggunakan WhatsApp, pelaku usaha dapat berinteraksi langsung dengan calon konsumen tanpa perantara pihak ketiga seperti yang biasanya terjadi dalam e-commerce (Suarni Norawati, dkk. 2021).

2. RESEARCH METHODS

This research uses a qualitative approach with a case study method. The qualitative approach was chosen to find out in depth the conditions or events that occur in a business, especially related to sharia economic aspects and income levels. This research was conducted at the Rabbani Wonosobo store which is located at Jl. Ahmad Yani No. 99, Wonosobo, Central Java, Indonesia 56311. The selection of this location was based on the consideration that Rabbani Wonosobo shop is one of the sales centers for Muslim fashion products in Wonosobo Regency. This research was conducted within a period of one month, from the beginning of October to the end of October 2024.

The data sources used are divided into two, namely, primary data sources and secondary data sources. Suharsimi Arikunto argues, primary data sources are information obtained directly through the behavioral speech, or actions of informants related to the research topic. Meanwhile, according to Sugiono, secondary data sources are supporting information derived from various documents, images, and other materials that can complement primary data (Irfham Aliyansyah, 2020). In this study, researchers used primary data obtained through direct speech from the head of the Rabbani Wonosobo store and secondary data obtained through books and journals that support the research topic.

Data collection techniques were conducted through interviews, observation, documentation, and literature studies. Interviews were conducted in depth with the head of the Rabbani Wonosobo store to obtain information about store management and aspects related to the research. Observation was carried out by directly observing store operations to find out the actual conditions in the field. Documentation is done by collecting and analyzing product sales data, both sold online and offline at Rabbani Wonosobo Store. Literature study was conducted by reviewing various sources of literature related to Islamic economics to provide a theoretical basis for research analysis. Data analysis in this study uses a qualitative analysis model which includes data collection, simplifying data, presenting data, then drawing conclusions from all the data that has been obtained.

General Description of Rabbani Wonosobo Store

Rabbani Wonosobo store is part of the Rabbani Group, which was founded by H. Amry Gunawan and his wife Hj. Nia Kurnia. The establishment of this business was because the founders felt that there was a lack of choice in Muslim clothing. They initially produced headscarves in 1999, then gradually expanded the production line of clothing and other Muslim clothing which later made Rabbani develop into a well-known fashion brand in Indonesia. Meanwhile, Rabbani Wonosobo Store itself was established in 2015 and is still developing until now. Rabbani Wonosobo store targets various segments ranging from children to adults with an emphasis on the middle class. They also use a franchise system that allows many agents to sell Rabbani products without capital restrictions, this is done as an effort to expand their distribution network. Rabbani Wonosobo uses social icons as brand ambassadors to increase brand awareness and attract consumer attention by also utilizing social media such as Instagram, TikTok, and WhatsApp. Besides having an offline store, Rabbani Wonosobo also has an online shop using the marketplace, Shopee.

3. RESULTS AND DISCUSSIONS

In line with the definition of digital marketing according to Agus Hermawan, since its inception Toko Rabbani Wonosobo has succeeded in utilizing digital channels for its product marketing activities practically and reaching a wider market. Sales made by Rabbani Wonosobo Store in addition to selling their products offline, also sell online. Online business is a stage of buying and selling goods and services using the internet network, where sellers and buyers do not meet or make direct contact. Goods for sale are displayed through images on the website or virtual world. Furthermore, buyers can choose the items they want, then make payments to the seller through various payment methods provided. After payment is received, the seller is obliged to send the goods ordered by the buyer to the intended address. Sales carried out by Toko Rabbani Wonosobo online, which promotes and sells its products through Instagram, Shopee, TikTok, and transactions also via WhatsApp.

Instagram media plays a role in increasing sales at Rabbani Wonosobo Store, in this case the Instagram application uses marketing strategies such as uploading detailed and interesting product photos, as well as videos to show actions that aim to provide additional information related to products by uploading in reels and stories as

a facility from Rabbani Store to make it easier for customers to checkout via the bio link that has been provided. Toko Rabbani Wonosobo also conducts live broadcasts to provide opportunities for buyers to interact directly. In addition, the main role of the Instagram application is as a promotional medium and to improve brand image. Shopee media is the online shopping media most widely used by people in Indonesia, usually to attract attention from customers. Rabbani Wonosobo store holds discounts and provides shopping vouchers for general customers, member customers, and resellers. The use of the shopee application also makes it easier for the store to describe the products available with a more detailed description of the size, color, and number of products available. The shopee application can be used as a means to manage reviews and feedback from customers as material for evaluating stores in conducting their business and building trust from consumers.

TikTok media in increasing sales uses the following strategies: Toko Rabbani in promoting its products posts content that follows the trends on the platform, and uses sounds that are currently popular. They also include relevant hastage and one popular hastage to expand the reach of their posts, so that the posted videos can be easily found and spread widely on FYP (For Your Page). FYP is the main page that displays recommended content that matches users' interests. To ensure that the content created avoids elements prohibited by Sharia, Rabbani Wonosobo stores usually use content by diverting hot issues into products or provisions in Rabbani Wonosobo stores. In addition, Toko Rabbani also utilizes TikTok's live feature as a means of sales and as a place to review the various products offered so as to attract the attention of TikTok application users to buy products from Toko Rabbani. Content that is often posted is related to product usage tutorials, product discounts, and reviewing product details. The WhatsApp application is the main media in marketing Rabbani Wonosobo Store products, because it often updates the latest stock and is easily accessible to consumers, especially the Wonosobo area itself. Toko Rabbani Wonosobo uses the features of WhatsApp Business quick replies, where customers get a quick reply regarding product information. In addition, it also uses a catalog feature that is used to display photos of what products are being sold. Through the WhatsApp business service of Toko Rabbani Wonosobo, it can expand its market reach to increase sales, so that it can continue to exist and can maintain its business continuity.

In determining prices, Rabbani Wonosobo stores adjust the prices available in the barcode provided by the center, but in offline stores there are member and reseller systems where the prices given will certainly be different from the prices given to ordinary consumers such as discounts of 10% for members and 30% for resellers. In the online store, Rabbani Wonosobo stores also provide a 10% discount and shopping vouchers and vouchers for free shipping on e-commerce applications. In accordance with Howkins' opinion quoted by Herie Saksono (2012), creativity in the economic sector is the key to increasing revenue. this is evident from the creativity of Rabbani Wonosobo Store in utilizing various digital marketing platforms (Instagram, Shopee, TikTok and WhatsApp) which have succeeded in increasing revenue by 30%. To avoid misleading information, namely by describing in detail the products sold, besides that related to discounts, it is explained in detail about products that get discounted prices and products that do not get discounted prices. This is to anticipate consumer misunderstanding regarding discounted products.

Based on researcher analysis, since the use of social media and e-commerce, Rabbani Wonosobo stores have experienced an increase in sales. Due to the use of the marketplace, it is easier to facilitate the Rabbani Wonosobo Store and the buyer in making transactions. Rabbani Wonosobo Store, which initially only used media such as WhatsApp and Instagram in conducting promotions, with the accompanying developments in the business sector, Rabbani Store also started using TikTok and Shopee to increase sales and revenue. In accordance with Nyoman Dwika Ayu Amrita's theory about digital marketing communication models, Rabbani Wonosobo uses Shopee as a one-way communication and uses Instagram, TikTok, and WhatsApp as a two-way communication model. Instagram, Shopee, TikTok and WhatsApp are used as promotional and sales media in accordance with the wishes of today's people who prefer online shopping. From 2015 to 2019 there has been a significant increase, but since 2020 due to covid-19, the revenue at Rabbani Wonosobo store has decreased. However, this is helped by the existence of an online platform so that Rabbani Wonosobo Store still has income that helps the store run its business. With so much competition in the fashion business, people are more tempted by products that are cheaper but the quality is not guaranteed. Although the revenue earned since 2020 has decreased, the marketplace platform has contributed to the wonosobo rabbani store because at this time people prefer to shop with an online system which is considered simpler so this helps Rabbani Wonosobo Store in marketing the products available at the store.

In terms of Islamic economics, the promotion and sales carried out by Toko Rabbani Wonosobo through digital platforms can be assessed in accordance with sharia principles. The application of Islamic business ethics in digital marketing at Rabbani Wonosobo reflects the four traits mentioned by Robiah (2017), such as *shiddiq*, which applies honesty by informing the condition of defective products. *Amanah*, maintaining trust by providing detailed product information. *Fathanah*, smart in utilizing trends and features of digital platforms. And *tabligh*, which is communicative in conveying product information through various digital platforms. In addition, Toko Rabbnai Wonosobo also runs its business which reflects the balance between commercial goals and Islamic values which refers to Umer Chapra's theory, activities such as social activities for Palestine, routine recitation for

employees called "Liqo", and monthly general studies. Business activities and ethics are two things that cannot be separated. The business ethics carried out by Toko Rabbani Wonosobo on digital platforms by posting videos on Instagram, Shopee, TikTok and WhatsApp use official videos and images taken from the Rabbani Store center and from content created by Toko Rabbani Wonosobo itself in the form of various information about the products offered. In sharia business ethics applied to online platforms by Toko Rabbani Wonosobo, promotional ethics are very well maintained, both from the content posted and the information provided, which is explained in detail and does not contain business practices prohibited by Islam such as *ikhtikar*, *tajlis*, and *gharar*.

4. CONCLUSION

Reflects the four traits mentioned by Robiah (2017), such as shiddiq, which applies honesty by informing the condition of defective products. Amanah, maintaining trust by providing detailed product information. Fathanah, smart in utilizing trends and features of digital platforms. And tabligh, which is communicative in conveying product information through various digital platforms. In addition, Toko Rabbani Wonosobo also runs its business which reflects the balance between commercial goals and Islamic values which refers to Umer Chapra's theory, activities such as social activities for Palestine, routine recitation for employees called "Liqo", and monthly general studies.

Business activities and ethics are two things that cannot be separated. The business ethics carried out by Toko Rabbani Wonosobo on digital platforms by posting videos on Instagram, Shopee, TikTok and WhatsApp use official videos and images taken from the Rabbani Store center and from content created by Toko Rabbani Wonosobo itself in the form of various information about the products offered. In sharia business ethics applied to online platforms by Toko Rabbani Wonosobo, promotional ethics are very well maintained, both from the content posted and the information provided, which is explained in detail and does not contain business practices prohibited by Islam such as *ikhtikar*, *tajlis*, and *gharar*.

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