



# UTILIZATION OF DIGITALIZATION IN THE ISLAMIC MARKETING OF HEALTHY TURMERIC TAMARIND BEVERAGE BY THE PKK GROUP IN KEDUNG REJOSO VILLAGE

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## Abstract:

*This research aims to examine the application of digital marketing by the PKK group in Kedung Rejoso Village in marketing sour turmeric products. Local products such as tamarind turmeric have great potential in the domestic market, but are often hampered by marketing limitations. It is hoped that the application of digital marketing can help increase product visibility and competitiveness. Using a qualitative approach with a case study method, this research observes changes in marketing strategies from conventional to digital, by utilizing social media and WhatsApp as marketing platforms. Before the update, product marketing only relied on local promotions and direct sales. After implementing the digital strategy, the PKK group updated product packaging designs, created digital pamphlets, and used WhatsApp to communicate directly with consumers. The research results show that these steps have succeeded in increasing product visibility, expanding market reach, and facilitating interaction between producers and consumers. In addition, this update also increases the product's competitiveness in a local market that is highly competitive and increasingly open to new opportunities. In the future, the PKK group plans to expand product marketing to other social media, such as Facebook and Instagram, to reach a wider and more diverse market. The application of digital marketing has had a positive impact on the development of tamarind turmeric products, as well as opening up great opportunities for MSMEs in the village to develop more rapidly.*

**Keywords:** MSMEs, Digital Marketing, Islamic Marketing, Turmeric Asam, Social Media, Kedung Rejoso Village.

## INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) have a crucial role in driving local economic growth and creating jobs for rural communities (Wika Undari, Anggia Sari Lubis, 2021). One form of MSME that is growing rapidly is a local product-based business, such as healthy food and drinks (Salahuddin, 2021). These products have great potential in the domestic market, especially if supported by the right and innovative marketing strategies (M. Fathrezza Imani et al., 2022).

In today's digital era, product marketing is no longer limited to conventional methods (Kurniati, Daryyl, 2021). Digitalization of marketing has become an effective solution in introducing products to a wider audience (Aulia et al., 2023). The use of social media allows MSMEs to reach more consumers, increase interaction, and expand market reach without being constrained by geographical boundaries (Wahyuni et al., 2023). However, the application of digitalization in marketing also requires a good understanding so that it can be carried out optimally (Shivanata & Dewi, 2023). In the context of value-based marketing, the concept of Islamic marketing is a relevant approach, especially in Muslim societies (Amin & Sahabudin, 2023). Islamic marketing emphasizes the principles of honesty, transparency, and business

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ethics that are in accordance with sharia values (Arifin & Prawiro, 2022). Thus, the marketed products not only meet economic aspects, but also have moral values that can increase consumer confidence in the product (Ramadhani et al., 2024).

Kedung Rejoso Village has great potential in developing the local product-based economic sector. One of the village's leading products is the healthy turmeric tamarind drink produced by the PKK group. So far, product marketing still depends on local networks and customers around the village. With the digitalization of marketing, this product has the opportunity to reach a wider market and increase its competitiveness.

Moreover, the shift in consumer behavior towards a healthier lifestyle presents a significant opportunity for herbal drinks such as turmeric tamarind (Cartas et al., 2022). This beverage is known for its various health benefits, including boosting the immune system, improving digestion, and reducing inflammation (Arifuddin et al., 2022). However, without an effective marketing strategy, this product struggles to compete with modern packaged drinks that are more widely recognized. Therefore, marketing innovations, particularly through digitalization, are necessary to attract more consumers and strengthen the market position of the turmeric tamarind product from the PKK group in Kedung Rejoso Village.

In an effort to enhance product marketing, the use of digital technology is an appropriate strategy to reach a broader market at a relatively affordable cost (Ahmad Riad, 2020). Digital marketing not only enables faster dissemination of product information but also helps build a more professional product image (Aisyah & Rachmadi, 2022). With the right strategy, digital marketing can increase sales and promote turmeric tamarind as a healthy beverage that holds economic value while aligning with Islamic marketing principles (Ahmad Riad, 2020).

The PKK Group of Kedung Rejoso Village has skills in product packaging and labeling according to standards. They have maintained the quality of the turmeric tamarind product by paying attention to aspects of cleanliness and packaging that is attractive to consumers. In addition, the labels used also reflect the identity of halal and healthy products, in accordance with Islamic marketing principles. The main challenge today is optimizing digital marketing strategies so that this product is better known outside the village area.

With the development of digital technology, the PKK group of Kedung Rejoso Village has a great opportunity to expand the marketing of their turmeric tamarind products. Through the use of social media and appropriate digital strategies, it is hoped that this product can reach more consumers, increase competitiveness, and have a positive impact on the village economy.

## **RESEARCH METHODS**

This research employs a qualitative approach with a case study method, focusing on the utilization of digitalization in marketing turmeric tamarind products by the PKK group in Kedung Rejoso Village. The research process involves direct observation of the ongoing production and marketing activities, as well as assisting the PKK group in developing more effective digital marketing strategies.

Data collection in this study is carried out using several complementary techniques. Interviews are conducted to gather information regarding how the PKK group markets its products, the challenges they face, and their understanding of digital

marketing. The results of these interviews provide insights into the extent to which the PKK group has utilized technology to reach a wider consumer base. Additionally, observations are made by directly following the production process of turmeric tamarind and the PKK group's involvement in updating their marketing strategies, including redesigning product stickers and creating digital promotional content.

In addition to interviews and observations, this study also involves active mentoring in the digital marketing process. This includes updating the product sticker design to be more attractive and market-oriented, as well as providing guidance in creating digital posters for promotion through social media. The mentoring process aims to enhance the PKK group's understanding of the importance of digital-based marketing strategies and how to optimize their implementation.

To support the research findings, documentation is carried out in the form of photographs taken during the turmeric tamarind production process and digital marketing mentoring activities. This documentation serves as visual evidence and as part of the analysis to observe changes that occur after the implementation of digital marketing strategies.

The data obtained from interviews, observations, mentoring, and documentation are analyzed descriptively. The analysis process begins with data reduction, where relevant information is selected based on the research focus. The refined data is then compiled into a descriptive narrative to illustrate the changes in the marketing of turmeric tamarind products before and after digitalization mentoring. The results of this analysis are used to draw conclusions regarding the effectiveness of digital marketing in increasing the attractiveness and reach of the products marketed by the PKK group.

## **RESULTS AND DISCUSSION**

Before the digital marketing assistance, the PKK group of Kedung Rejoso Village still relied on conventional marketing methods in marketing the tamarind turmeric product. This product was only sold to local residents through word of mouth promotion, without a broader marketing strategy. In addition, the product packaging still used simple stickers without an attractive design, so it did not provide visual appeal to potential buyers. This limitation in marketing caused the tamarind turmeric product to only be known by regular customers and had not reached a wider market.

After the assistance, the marketing strategy for the tamarind turmeric product underwent quite significant changes. One of the initial steps taken was to update the design of the packaging sticker to make it more attractive and informative. The new sticker includes the product name, PKK group logo, list of ingredients, benefits, and ordering contacts, thus providing a clearer identity for the product. With a more professional packaging appearance, the tamarind turmeric product is now more easily recognized and has greater appeal to potential buyers.

In addition to updating the stickers, a digital pamphlet was also created as a more effective promotional media. This pamphlet contains information about the tamarind turmeric product, its health benefits, and a more practical way to order. This digital pamphlet is then distributed through digital media to reach more consumers. With this promotional media, information about the product is no longer limited to

the surrounding environment, but can be accessed by more people who are interested in healthy drinks made from natural ingredients.

Digital marketing is currently starting to be implemented through WhatsApp as an initial step in expanding market reach. The PKK group uses the WhatsApp Status feature to share information about products, available stock, and customer testimonials. In addition, communication with prospective buyers becomes easier because they can directly contact the seller via WhatsApp to ask for product details and place orders. With this system, the marketing process becomes more efficient and structured compared to previous methods.

Although marketing is currently still focused on WhatsApp, the PKK group plans to expand its reach to other social media such as Facebook and Instagram. This expansion will be carried out gradually according to the development of the number of customers. If orders via WhatsApp continue to increase and have reached the category of "quite busy," then marketing will be continued to a wider platform. By utilizing social media, it is hoped that the turmeric and tamarind product can reach a larger market and provide better business development opportunities for the PKK group.

In addition, the implementation of digital marketing through WhatsApp also has a positive impact on the interaction between producers and consumers. With faster and more responsive communication, customers feel more comfortable in placing orders. Several customers also gave positive testimonials regarding the ease of obtaining product information without having to come directly to the production site. This shows that digital marketing not only expands market reach but also increases customer convenience in making transactions. In the future, the PKK group plans to be more active in utilizing WhatsApp Business features, such as product catalogs and auto-replies, so that customer service is even better.

In addition to digital marketing strategies, improvements in production management are also part of the developments that have occurred. With increasing demand, the PKK group has begun to consider a more organized production system in order to fulfill orders in larger quantities without reducing product quality. Management of raw material stock has also begun to be considered so that production continues to run smoothly and does not experience obstacles when demand increases. With these developments in marketing and production, the turmeric and tamarind products from the PKK group of Kedung Rejoso Village are increasingly ready to compete in a wider and more sustainable market.

With these various efforts, the marketing of turmeric and tamarind products has now experienced a significant increase compared to before. Products that were previously only known in limited circles are now starting to get wider attention. More attractive packaging and more targeted marketing strategies help increase consumer interest. Although still in the early stages, this digitalization of marketing is an important step in developing turmeric and tamarind products to be better known and in demand by the wider community.

## **CONCLUSION**

Digital marketing assistance provided to the PKK group in Kedung Rejoso Village has had a positive impact in increasing the marketing reach of the tamarind turmeric product. Previously, the marketing of this product was still conventional,

limited to word of mouth promotion, and less attractive packaging. After assistance, various significant changes occurred, such as updating the design of the packaging sticker and creating digital pamphlets as a more effective promotional media. In addition, the implementation of digital marketing through WhatsApp has facilitated interaction between producers and consumers, so that the ordering process becomes more practical and efficient. Although marketing is currently still limited to WhatsApp, the PKK group plans to expand its reach to other social media platforms as demand increases. With a more modern marketing strategy and better production management, the tamarind turmeric product now has a greater opportunity to develop and be known by the wider community.

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