



Swot Analysis In Determining The Digital Marketing Strategy Of BPRS Muamalah Cilegon

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Abstract: Digital Marketing is a choice that must be made in today's digital era. Easy access also 'forces' business people to start leaving old ways that conventional and start moving into Digital Marketing. Precise measurements make Digital Marketing an option that can be implemented, especially for business people who have limited funds. For this Digital Marketing is no longer an option but a necessity in a marketing strategy.

Keywords: Digital Marketing, Rural Banks, Marketing Strategy

INTRODUCTION

Based on Law Number 10 of 1998 concerning banking (Article 1), Rural Banks (BPR) are banks that carry out their business conventionally or based on sharia principles, so they do not charge services in facilitating customer payment traffic. Rural Banks (BPR) actually exist to serve the capital needs intended for the community with simple credit procedures. But not only limited to loan programs, BPR also offers savings facilities that are close, safe and easy for the public to use. BPR continues to improve services with modernization that continues to grow. In the formation of the Banking Law, the BPRS has the same function as the BPR. In the Banking Law related to its implementation, BPRS is guided by sharia principles as contained in Islamic law sources. Sharia People's Financing Bank is one of the intermediary institutions that aims to provide business development and community empowerment, either through loans or financing which of course uses sharia principles, namely profit sharing.

The country's economic recovery, including in the banking industry, is increasingly visible as the Covid-19 pandemic subsided earlier this year. Not only big banks, the performance of Rural Banks has also shown an increase, including the achievement of Sharia Rural Banks performance exceeding the target set in 2020. Sharia Rural Banks or BPRS were able to record double-digit asset growth, namely 15.02% yoy to Rp 17.18 trillion rupiah. One of the supports comes from the growth of Third Party Funds (DPK).

The Financial Services Authority officially launched the 2021-2025 Indonesian Banking Development Roadmap (RP2I) for the Rural Credit Bank (BPR) and Sharia Rural Banks

(BPRS) industries. The roadmap provides space for BPRs and BPRS to channel credit/financing to debtors outside their operational areas. And this can be done through a collaboration mechanism with fintech lending with a many-to-one scheme in the form of a syndication between BPRs, which have a network of offices in the area of domicile and/or business location of the prospective borrower.

Sharia Rural Banks (BPRS) are currently facing various challenges, one of which is being in the VUCA vortex or volatility, uncertainty, complexity, and ambiguity. The next challenge is also in dealing with technological disruption and the presence of the 4.0 revolution, it has indeed given rise to various businesses whose business domains intersect with BPR and BPRS businesses. The presence of fintech services and the development of other e-channel services have disrupted BPR's main market share.

BPRS also has opportunities related to the acceleration of digital transformation, including the growth in demand for innovative and varied digital banking services. Adhering to the loyal nature of customers, BPRS believes that the change in digital transformation services is still not too late, especially the large opportunities for collaboration with fintech, development of electronic money products and mobile banking.

The growth and development of a BPRS cannot be separated from the marketing strategy carried out to introduce a product it has to the general public. The general strategy basically provides a direction with regard to market segments and identification of target markets. One of them is BPRS Mu'amalah Cilegon, which is one of the institutions that provides a wide range of products offered to answer the needs and desires of the community. Has a variety of products to raise funds in the form of deposits and channel funds in the form of financing.

In the current era of technological development, every company is encouraged to be able to adapt to the digital world. Doing marketing is not only with a door-to-door system, but has also begun to switch to the use of related platforms, such as social media or chat applications as needed. However, not everyone understands the importance of using the digital world in marketing. Though it can support sales or increase profits for the company. Therefore, BPRS Mu'amalah Cilegon began to focus on self-development of marketing staff to better understand how to do marketing through the digital world.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Sharia Rural Banks (BPRS) is a bank financial institution under the monetary policy board, which carries out its economic activities based on Islamic or sharia principles, without justifying the existence of usury or community-oriented interest rates at the village and sub-district levels. Sharia Rural Banks (BPRS) was established based on Law No. 7 of 1992 concerning banking and Government Regulation (PP) no. 72 of 1992 concerning banks based on the principle of profit sharing. And based on point 4 of article 1 of the Law. No. 10 of 1998, in lieu of Law No. 7 of 1992 concerning Banking, states that Islamic Rural Banks (BPRS) are banks that carry out business activities based on sharia principles, which in their activities do not provide payment traffic services. Rural Banks (BPR) conducting business activities based on Sharia principles are further regulated according to the Decree of the Director of Bank Indonesia No.32/36/KEP/DIR/1999. May 12, 1999 concerning Rural Banks based on Sharia principles.

All laws and regulations that refer to Sharia BPRs as Sharia Rural Banks must be read with Sharia Rural Banks (BPRS). Law (UU) Number 21 of 2008 concerning Islamic Banks has specifically regulated the existence of Islamic Banks in Indonesia. The law complements and enhances Law no. 7 of 1992 concerning Banking as amended by Law no. 10 of 1998 which is not yet specific so that it needs to be specifically regulated in a separate law. According to Article 18 of Law no. 21 of 2008, Sharia Banks consist of Sharia Commercial Banks and Sharia People's Financing Banks. Article 1 of Law no. 21 of 2008 concerning General Provisions, it is stated that the definition of a Sharia Rural Bank (BPRS) is a Sharia Bank which in its activities does not provide services in payment traffic. While Article 2 of Law no. 21 of 2008 explained that Sharia Banking in conducting its business activities is based on Sharia Principles, economic democracy, and the principle of prudence.

In general, Islamic BPR Fund Collection Products are as follows:

1. **Simpanan Amanah**
Banks accept trustee accounts in the form of infaq, shadaqah and zakat funds, because banks can be an extension of the Baitul Maal in storing and distributing people's funds so that they can be used optimally.
2. **Tabungan Wadi'ah**
Banks accept savings accounts, both personal and business entities in the form of free savings. This fund acceptance contract is Wadi'ah: namely deposits that do not bear the risk of loss, and the bank will provide a profit level to savers of a certain amount from the profit sharing obtained by the bank in financing credit to customers, which is calculated on a daily basis and paid monthly.
3. **Deposito Wadi'ah atau Deposito Mudharabah**
The bank accepts time deposits (time and investment accounts) both for individuals and for entities/institutions. The deposit acceptance contract is Wadi'ah, or mudharabah in which the Bank accepts public funds for a term of 1, 3, 6, 12 months and so on, as a temporary investment in the bank.

Meanwhile, Fund Financing Products are as follows:

1. **Pembiayaan Musyarakah**
Musyarakah financing is a financing agreement between a bank and an entrepreneur, in which both the bank and the entrepreneur jointly finance a business or project that is jointly managed, on the basis of profit sharing in accordance with participation.
2. **Pembiayaan Mudharabah**
Mudharabah financing is a business cooperation agreement between two parties, in which the first party (shahibul maal) provides all the capital and the other party becomes the manager. The business profit from the financing is divided according to the agreement stated in the contract.

Marketing

Marketing is a series of activities to meet consumer needs and satisfaction. You do this by making a product, determining the price, where to sell it and promoting the product to consumers. Or the definition of marketing which is a combination of activities that are interconnected to find out what is needed by consumers so that companies can develop products, prices, services, and carry out promotions so that consumer needs can be met and the company gets a profit.

Digital Marketing

Digital technology has changed the way business works, including marketing activities. Although digital marketing does not include techniques and practices that fall into the category of marketing via the internet with ways to reach target consumers who do not need the internet (mobile technology). Digital marketing or what is usually referred to as Digital Marketing is all the efforts made by companies or brands in terms of marketing using internet-connected devices with various strategies and digital media. With the aim of being able to communicate with potential customers and consumers with online communication channels.

According to Chakti (2019: 11) digital marketing is or digital marketing has almost the same meaning as electronic marketing (e-marketing) both of which describe the management and implementation of marketing using electronic media. Digital marketing is the application of digital technology that forms online channels to the market (websites, email, databases, digital TV and through various other recent innovations including blogs, feeds, podcasts and social networks) that contribute to marketing activities. By aiming to gain profits and build and develop relationships with customers besides developing a planned approach to increase consumer knowledge (towards the company, behavior, values and level of loyalty to its product brands). Furthermore, integrating targeted communications with online services according to the needs of each individual or specific customer. In short, digital marketing is an activity that achieves marketing goals through the application of technology and digital media, especially the internet.

METHODS

This study uses a qualitative method where the qualitative research method is a method based on the philosophy of postpositivism, usually to examine the condition of natural objects. The case study taken in this research is BPRS Muamalah which is located in the Cilegon area, Banten. Data collection techniques carried out at BPRS Muamalah Cilegon were mostly participant observation with observations about the company directly in the field, in-depth interviews by giving questions orally to the president director, documentation method, namely taking company data. in the form of reports, and methods of literature study of various theoretical concepts based on the existing literature.

RESULT AND DISCUSSION

The following are digital marketing strategies that business people need to help product marketing :

1. Interactive and interesting content, interactive content is a mainstay for brands to invite people to interact and be effective in educating potential buyers. Information and content credibility can influence the use of mobile marketing (Haghirian & Inoue, 2007, Okazaki, 2007). Saraswati (2018) suggests that marketing communication is one of the momentums carried out by organizations to interact with their customers. Several types of interactive content including quizzes, competitions, polls, and infographics can make brands increase engagement, and audiences are not saturated with the variety of content displayed (Pandrianto, 2018). This encourages consumers to buy the products offered so as to help sales and increase income.
2. Mobile Marketing, mobile marketing or mobile marketing is a multi-channel digital marketing strategy aimed at reaching target consumers through smartphones, tablets and other mobile devices, such as websites, email, SMS and MMS, social media, and applications. Mobile marketing makes it easy for business actors to provide information and interact directly with consumers, expand market share, increase awareness, and increase sales. Mobile phone is one of the most important and effective advertising media, customer interaction and operational efficiency, in addition it can potentially increase the effectiveness and efficiency of retailers. The advantages of using mobile marketing include saving money and time, being right on target, and providing useful information.
3. Digital marketing integration. Marketing communication has an important role in a company, Prisgunanto (2006) revealed that marketing communication lies in the combination of interpersonal communication and organizational communication. In marketing communications, message strategies and tactics are very effective in delivering marketing communications messages to create customer and brand equity and manage profitable long-term relationships with customers.
4. Sustainable Marketing emphasizes marketing activities that are socially and environmentally responsible, which can meet the needs of consumers and business actors at the same time while maintaining and enhancing the ability of future generations to be able to meet their needs (Kotler and Armstrong, 2016).

According to interviews with research subjects, it is known that the majority of BPRS Muamalah Cilegon runs its marketing conventionally through distributing brochures, approaches to community communities, and visits to market traders. Marketing through digital marketing has begun to be limited to organic (free) namely posting content to social media. Meanwhile, we recommend using paid advertising to support its reach and target further and more targeted.

Strength

The concept of sharia has a good trend in the world of banking Networking with several communities and cooperatives of market traders as a means of marketing their products.

Weaknesses

Information about BPRS in general is still minimal among the public. Product limitations when compared to conventional banks Limited branches make it difficult for people to make transactions.

Opportunity

The community needs an easy solution to financing. By carrying out digital marketing to reach further leads.

Threats

Other banking business actors have a broad reach to the public by implementing digital marketing

CONCLUSIONS

Based on the discussion that has been done, it can be concluded that BPRS Muamalah Cilegon in marketing its banking products is still experiencing problems in implementing marketing strategies. In the midst of the rapid development of financial technology (fintech), the banking industry, especially BPRS Muamalah Cilegon, must also strive to achieve growth targets through the right digital marketing strategy.

As for the conclusions from the discussion that has been stated previously, the authors can draw the following conclusions:

1. The implementation of BPRS Muamalah Cilegon's marketing strategy still maximizes conventional methods, namely by visiting or directly contacting prospective debtor users and/or customers, either with a door to door system or through cellular telephone media and SMS (Telemarketing).
2. There needs to be an increase in promotion by implementing digital marketing strategies through social media, either through Instagram or Facebook ads.
3. BPRS Muamalah Cilegon requires additional marketing personnel, especially those specifically dealing with digital marketing.
4. Continuously updating and improving services and products, especially those carried out digitally, to make it easier for customers and prospective customers to access products owned by BPRS Muamalah Cilegon.

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