



Social Marketing Management Movement Community Of “Teman Hijrah” Bogor

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Abstract: Abstract: Social marketing is a marketing strategy that aims to meet the needs of non-profit organizations to market their ideas in order to change the behavior of individuals and groups of people. One of the community-based non-profit organizations is Teman Hijrah with study activities in increasing faith and piety by young people. This study seeks to explore the youth migration program carried out by the migrating friends community through Instagram social media. Through a social marketing approach, it is hoped that this program will get a more appropriate strategy. Social marketing itself has long demonstrated its effectiveness in efforts to change behavior. This research is a qualitative research with a case study that takes online marketing activities carried out through Instagram and connects with da'wah study activities. The main data obtained through in-depth interviews and observations. The results of this study indicate that social marketing carried out by this community has succeeded in making many young people interested in participating in the dakwah study of the Teman Hijrah Community to emphasize more behavioral change ideas in an effort to strengthen faith and piety through a network of friends with the slogan "Best Friends, Most Beautiful Places, Teman Hijrah" with the concept of routine study, mabit, Hijrah Run, etc. so that they can maintain togetherness in building faith and piety by reminding each other.

Keyword : Social Marketing, Social Media, Community, Teman Hijrah

INTRODUCTION

Social marketing is one approach that overcomes social problems. The concept of social marketing is used to deal with social problems in the spread of new ideas and ideas in an effort to improve the welfare of the community, especially education. Judging from this, social marketing is indeed used in the dissemination of new ideas or ideas. In social marketing what is meant by a product is something that is offered for purchase, in the form of expected behavior and the benefits of that behavior. What is being offered may include goods and services to support the change in behavior of the target. In commercial marketing, this is often said to be a package of benefits offered

to the market to meet market needs. One of the social marketing activities is a social campaign that is mostly carried out by the community to increase awareness and behavior. The behavior tends to be in line with existing norms and values. Campaigns often involve directing, strengthening and moving existing trends toward socially acceptable goals such as voting, purchasing goods, raising funds for health and safety improvements and so on. Technological developments facilitate campaign activities. If previously campaigns were only carried out in crowded places using a sound system in front of the public, now such things still do not reach audiences who are not at the campaign venue. With the internet, campaigns can be carried out online in cyberspace through email, chat, web pages, blogs, videos and so on. The use of the internet as a communication medium in campaign activities requires high knowledge and creativity. One of the social marketing activities arises along with the development of the hijrah phenomenon, namely the movement of a person to change from a bad start to a better one. However, the phenomenon of hijrah is not always more Islamic in appearance, but rather has a more millennial appearance.

One of the Hijrah communities for Bogor youth or Bogor city millennials is Teman Hijrah which focuses as an Islamic missionary community for the millennial generation. Teman Hijrah is a da'wah community that actively facilitates Muslims, especially millennials who have a desire to be better and deepen their religious knowledge. The community, which was founded four years ago, routinely conducts studies at the Bogor Agricultural University (IPB) Alumni Mosque every Saturday after the Asr Prayer. Currently, Jamaah Teman Hijrah is enthusiastic in each study, which is dominated by millennial youth. The name Teman Hijrah is taken from the community's desire to be a friend when someone tries to get better or Hijrah.

This community was originally founded from the anxiety of two young people from Bogor who wanted to study religion. Then they look for preachers to gain knowledge and invite friends to hear studies. The study activities held by the two friends became routine every month. Until then he met Ustad Hilman Fauzi who joined and became the Guide for Hijrah Friends. Ustad Hilman Fauzi himself is a young Ustadz with a distinctly different preaching that has made him one of the Rising Star in the world of Da'wah today. As a young Muballigh, he is able to present the delivery of da'wah in a polite, light and fresh manner so that his message can be accepted by various groups. In addition, at this time he is also known as a Trainer and Motivator in the field of Spiritual Values Improvement (SVI), namely in the field of training and motivation to be able to have a positive influence in improving the performance of a company through optimization & implementation of spiritual values.

The use of social media like this allows the entire process of delivering and distributing messages to reach a larger number of audiences and are spread across different geographic spaces and different times. What is important to know is that social media is used in the context of fundraising, lobbying, volunteering, community building, and organizing. Thus, what is described in the background above, the formulation of the problems in this study are: 1. How is the social marketing process carried out by the migrating friends community in order to promote the activities of the Hijrah movement? And how to use social media as a promotional tool?

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Basic Concepts of Social Marketing Communication Campaigns In public contribution campaign activities, social marketing communication is a new approach to overcoming social problems. The concept of social marketing communication is used to deal with social problems in the spread of new ideas or ideas in an effort to improve community welfare. Judging from this, social marketing is indeed used to spread new ideas or ideas for the Hijrah movement, where in the dissemination of ideas in social marketing using social change campaign methods. Kotler and Roberto (1989: 24) state that social marketing is a strategy for changing behavior that combines the best elements of traditional approaches and social change in a framework of planning and implementing work and takes advantage of advances in communication technology and marketing skills. The steps that need to be taken in marketing an idea or social product are:

1. Analyzing the social marketing environment
2. Researching and selecting the target adopter population
3. Designing social marketing objectives and strategies
4. Planning social marketing mix programs
5. Organizing, Implementing, controlling, and evaluating the social marketing effort.

Campaign as a communication activity defined by some experts as a planned, gradual and sometimes culminating activity of delivering information at some point aims to influence the attitudes, opinions and opinions of a person or the masses. Campaign according to Pfau and Parrot 1993 (in inter-venus 2004: 8) is a conscious, gradual and continuous process that is carried out at a certain time with the aim of influencing a predetermined target audience (A campaign is conscious, sustained and incremental process designed to be implemented over a specified period of time for purpose of influencing a specified audience. So from the opinion of the experts above, it can be concluded that a campaign is communication act an organized inviting audiences to engage in an activity that brings change and is not only carried out in one action, but a combination of several different actions, reports, and events, over a period of time. specific objectives for future change Campaigns are concerned with institutionalized behavior. The behavior tends to be in line with existing values. Campaigns often involve directing, strengthening, and mobilizing trends toward socially introduced goals. The SMT model examines the selection and application of the theory to the social marketing planning process and specifies four stages to guide initiatives promoting behavior change: information search, evaluation of past interventions and theories, theory selection and use of selected theory and past interventions to guide the new intervention (Manikam and Russell Bennett, 2016).

METHODS

This study uses qualitative methods, namely methods used to understand a meaning and explore it through a number of individuals or groups departing from social or humanitarian problems. The process of qualitative research requires a number of data to be analyzed which will then be verified or validated for its accuracy. There are several ways or validated its accuracy. There are several methods of data collection in qualitative research, namely observation, interviews, documentation, and audio-visual material. This research was conducted at the Bogor IPB Alumni Mosque as a place for the study to take place and also the Teman Hijrah base camp as a place for the management. By using several informants consisting of the board and congregation of Teman Hijrah. The sampling method is Non Probability Sampling with purposive sampling technique. Purposive is to determine people based on criteria, which must support the research objectives (Kriyantono: 2010). The criteria for main informants in this study include: a) initiator of a friend of hijrah b) manager or member of a friend of hijrah. The next informant is a supporting informant who has an understanding of the information needed and can complement and strengthen information from the main informant. Supporting informants in this study were millennial congregants who actively participate in studies and social media.

Sources of data in this study are primary and secondary data. Primary data were obtained from interviews and observations of initiators, community administrators of Hijrah friends and Millennial congregations, while secondary data was obtained from activities on social media, the content of preaching, and also other documentation. This research uses in-depth interviews, observation, and documentation. Researchers use in-depth interviews in gathering information or data because researchers need complete and in-depth answers, if necessary nothing is hidden by the informants. Furthermore, the researcher distinguishes between people who will be interviewed only once, such as the millennial congregation of Hijrah friends and people whom the researcher wants to know or understand who will be interviewed several times, such as administrators of the Hijrah Community.

Observation is the next method that will be used by researchers in observing the interaction of the Teman Hijrah community in carrying out their activities. The documentation method is used by researchers to obtain information that supports the analysis and interpretation of data such as the social marketing process of the Hijrah friends community, photos that interpret activities towards Hijrah, and social media updates for the millennial Teman Hijrah community. Researchers used data analysis techniques with the model offered by Miles and Huberman, namely activities in data analysis, namely: data reduction, data display, and data conclusion drawing / verification (Sugioyono: 2012).

RESULT AND DISCUSSION

One of the Hijrah communities for young people in Bogor or Bogor's millennials are Teman Hijrah who focus on Islamic da'wah communities for the millennial generation. Teman Hijrah is a da'wah community that actively facilitates Muslims, especially millennials who have a desire to be better and deepen their religious knowledge. The community, which was founded four years ago, routinely conducts studies at the Bogor Agricultural University (IPB) Alumni Mosque every Saturday after the Asr Prayer. Currently, Jamaah Teman Hijrah is enthusiastic in each study, which is dominated by millennial youth. The name Teman Hijrah is taken from the community's desire to be a friend when someone tries to get better or Hijrah. This community was originally founded from the anxiety of two young people from Bogor who wanted to study religion. Then they look for preachers to gain knowledge and invite friends to hear studies. The study activities held by the two friends became routine every month. Until then he met Ustad Hilman Fauzi who joined and became the Guide for Hijrah Friends. Ustad Hilman Fauzi himself is a young Ustadz with a distinctive & different preaching that has made him one of the Rising Star in the world of Da'wah today. As a young Muballigh, he is able to present the delivery of da'wah in a polite, light and fresh manner so that his message can be accepted by various groups. In addition, at this time he is also known as a Trainer and Motivator in the field of Spiritual Values Improvement (SVI), which is the field of training and motivation to be able to have a positive influence in improving the performance of a company through the optimization and implementation of spiritual values.

Hijrah in the Teman Hijrah community. Hijrah, according to the initiators and administrators of the Teman Hijrah Community, is a movement to change someone from a bad start to a better one with this community when someone migrates from their difficult past, there are many temptations to not know how, the knowledge, at that time Teman Hijrah takes the role of a friend. companion according to the slogan that is always used, namely "Friend of Hijrah: Best Friend, Most Beautiful Place, Friend of Hijrah" The meaning of Hijrah itself according to the congregation is a change of behavior towards goodness in accordance with the teachings of Islam. With the existence of a community of migrant friends, it is hoped that it will facilitate Muslims, especially millennials who want to leave their past and have a desire to become better and deepen their religious knowledge. often delivered in every study of the da'wah of Teman Hijrah that was delivered by Young Ustad Hilman Fauzi, namely:

1. Be the best human being before Allah SWT
2. Be the worst human being in front of yourself
3. Be the most useful human being in front of others

Hijrah according to the above preaching has a deep meaning, that is that humans are required to keep trying to carry out orders and stay away from prohibitions in order to be the best in front of Allah SWT, then at worst in front of themselves this means that everything bad should be pinned within oneself so as not to judge the bad qualities and attitudes of others. Meanwhile, a useful human being is always trying to be a useful person for others. In marketing Hijrah activities to the arts, a social marketing strategy is needed. Overall social marketing activities through social media can be described according to the social marketing planning steps for Teman Hijrah According to Philip Kotler and Nancy Lee

1. Background, Objectives and Focus

Background: Teman Hijrah are a dakwah community that actively facilitates Muslims, especially millennials who have a desire to be better and deepen their religious knowledge.

Purpose and focus: Inviting millennials to Hijrah Friends to take the role of companions according to the slogan that is always used, namely "Hijrah Friends, Best Friends, Most Beautiful Places, Hijrah Friends" The meaning of Hijrah according to the congregation is a change of behavior towards goodness in accordance with religious teachings Islam.

2. Situation Analysis of the

Hijrah Phenomenon currently experiencing rapid development, it can be seen from the many migrating communities that exist in big cities in Indonesia. This phenomenon is also supported by good use through social media such as Facebook, Instagram, Twitter, and YouTube accounts. even television and radio by the perpetrators of the migration, usually people who are moving make a change of appearance to be more Islamic. Over time, the term hijrah can be given to a person's change of movement from a bad start to a better one. However, the phenomenon of hijrah is not always more Islamic in appearance, but rather has a more millennial appearance. One of the Hijrah communities for Bogor youth or Bogor city millennials is Teman Hijrah which focuses as an Islamic missionary community for the millennial generation

3. Choosing and explaining the target audience target audience for

The the Teman Hijrah community are young people in the city of Bogor and its surroundings who have the desire to emigrate in order to improve yourself for the better.

4. Manage Marketing Objects and Objectives (Behavior, Knowledge, Belief)

In social marketing, the object of marketing is in the form of da'wah activities carried out every Saturday and other routine activities so that guidance in Hijrah can be conveyed properly which has the purpose of being a forum for improving behavior and relationship with Allah SWT.

5. Identify Audience Barriers, Benefits and Competitors.

Obstacles: there are still many Hijrah activities that have not been distributed evenly because they are outside the city of Bogor

6. Benefit: As a promotional event through social media that the city of Bogor has the largest Hijrah youth community so that it inspires other areas

7. Competitors: in da'wah there is no competition because it has a goal that is good.

8. Creating the desired positioning Positioning that is expected by a friend to move is as a movement to change someone from a bad start to a better one with this community when someone migrates from their difficult past, there are many temptations to not know how, knowledge, at that time Friend Hijrah took the role of companion

9. Developing a Strategic Marketing Mix (The 4P)

a. Products

Community Products Friend Hijrah is:

Regular Study on Saturday Friends of the Hijrah

This routine study is the main activity in interaction with congregations who are predominantly millennials of Bogor City at the Bogor City IPB Alumni Mosque. The themes presented are adjusted to current trends so as to attract millennials to follow, for example the title of the study "Culametan" which carries the theme that people who like to take the rights of others and are never satisfied are bad things and are not in accordance with Islamic teachings. , another study entitled "Parahsih" which is adjusting to the currently trending Parasite film, this study raises

the theme of unmarried, many styles of "Parahsih" remind millennials not to date. Another study entitled "Imperfect", which is adjusting the imperfect film that was currently playing in theaters, this study said that the theme should be to be more grateful for what is given by Allah SWT. And other studies that always follow the ongoing trend.



Figure 1. Product (Source : Instagram @temanhijrah_)



Figure 2. Atmosphere of routine Saturday studies at the Bogor IPB Alumni Mosque

Monthly

Mabit Mabit is an acronym for the night of building faith and taqwa, this activity is carried out once a month and is carried out on Saturday night to Sunday morning while this mabit event consists of congregational Isya prayer, Night Da'wah study, sunnah prayer a third of the night in congregation, dawn prayers in congregation , Morning Da'wah study and ends with prayer and

muhasabbah. This activity is in collaboration with various migrant communities in the city of Bogor.



Picture 3: Monthly Mabit Atmosphere

Giving Everyday

This activity facilitates millennial young people with positive and productive activities, namely the tahsin class (reciting the Al-Quran), the Business class, namely entrepreneurship development, English language classes, Photography classes and Public Speaking classes which are held on Monday-Friday at 08.00-12.00 WIB at the headquarters of Teman Hijrah in the Narrative Room. All classes are free of charge, all classes are filled by Friends of the Hijrah board who are competent in their field.



Picture 4. Poster of the Giving Everyday activity

HijRun

Hijrun according to the Teman Hijrah community is Berlgrri towards goodness, this activity combines running sports activities with preaching before and after running, given a brief study on how to stay active in migrating.



Picture 5. Poster of HijRun Running for good

Sharing Night

This event is almost the same as the routine Saturday study, but this study of da'wah is filled by Ustadz Samsam Nurhidayat with themes related to Islamic fiqh and its practices.



Picture 6: Sharing Night event poster

Q-Time

This event is an activity to get to know each other among active members of Friends of the Hijrah. This event is not a routine agenda but it is very useful to get to know each other as a form of mutual support in carrying out Hijrah. Q-Time combines Meet Up - Fun Race - Fun Game and Lunch events with the aim of

strengthening the friendship, this event is limited by participants and is free of charge.



Figure 7: Q-Time Event (Meet up - Fun Race - Fun Game - Lunch)

Fateemah Squad

This study is specifically intended for female congregations with a more specific discussion of women's studies.



Figure 8: Special assessment for female congregations

Other Special Studies Special

studies are not routinely carried out to supplement and support routine studies. Usually this study is more interesting because special speakers who can provide inspiration about the hijrah include artists, officials and other young religious teachers.

Some of the specific studies that have been carried out include: 1. Hijrah of love where this study is aimed at young people who are ready to get married. 2. The apostolic love festival where this study invites young people to get to know and love Rasulullah SAW more



Figure 9. Other Special Studies

- b. Price
In social marketing, price is not in the form of money but in the form of an opportunity to be present together to follow studies in self-improvement.
 - c. Place
Place (place) refers to a way to reach consumers. Hijrah peer review activities that are routinely carried out are the Saturday Study held at the IPB Alumni Mosque which is in the Botanical Square neighborhood
 - d. Promotion
Promotion (Promotion), refers to a marketing campaign to promote the benefits of exchanges to the target audience. Teman Hijrah Using promotional media Instagram @temanhijrah_ and Youtube Channel.
10. Determine the Evaluation The evaluation
- Planplan outline explains why to evaluate, what will be measured, how and when. What is measured often falls into one of the following categories:
- a. Input:
Resources allocated for campaigns and program efforts are volunteers and community coaches of Teman Hijrah
 - b. Output:
program activities carried out to influence the public to carry out the desired behavior are changing behavior, changing the orientation of life towards the afterlife, and being busy with righteous deeds, all deeds that are blessed by Allah SWT, charity, namely all deeds that have been arranged by Allah SWT, as well as charity. all actions performed while still alive but still useful when dead
 - c. Outcomes: Audience responses to outputs, namely a unique study activity that is acceptable to young people with language and following current trends.
 - d. Return and Investment:
Improvements in social conditions Increased awareness of young people towards the movement in Bogor City

11. Forming a campaign budget and seeking funding

Identifying price lists for strategies and activities with associated costs implications. In implementing the Hijrah friends, budgets are obtained from infaq and sedakoh congregations who want to help young people do Hijrah in the city of Bogor

12. Outline of the Implementation

Plan The implementation plan functions as a work document to share and track planned efforts.

What	Who	When	How
Provides an understanding of Hijrah which is an effort to improve themselves towards the better	of the Children of City and Surroundings.	Young People of Bogor and its	Prayers are collected through infaq and sodakoh. Congregation of Hijrah friends

Source: Research data, 2020

CONCLUSIONS

1. The existence of a heterogeneous audience, by creating a new community that cares about religious activities, namely the Hijrah Friends Community, which is a movement to change a person from a bad start to a better one with this community when someone migrates from their difficult past, many temptations do not know the way, the knowledge, at that time Teman Hijrah took the role of companion
2. From all stages (initial study, research / consultation, message development, implementation and monitoring) the efforts made in the youth migration movement have met and implemented success as a youth community in the city of Bogor. As social marketing, the idea of hijrah is packaged in various interesting dakwah studies with a media strategy that is packaged using a number of media to ensure that key messages can be widely disseminated, recognized, understood and as far as possible adapted by the public who are the targets of this campaign.
3. The use of social media as an information channel is very helpful in connecting volunteers and congregation friends who migrate.
4. Coordination that is planned, integrated and measurable is important to build with the implementation of campaigns in other regions and cities. So that it can carry out campaigns simultaneously with the same goal.
5. Researchers see the subject of this study as a case of social marketing management in management science development.

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