

Marketing Strategy of Wardah's Digital Da'wah Management

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Abstract

Being beautiful and youthful is the dream of all women. Cosmetics are generally materials that are polished, sprayed or rubbed into the body creating freshness, smoothness, softness, purity and fragrance for the wearer. No wonder, several cosmetic industries compete for it such as beauty products. The goal is for women to look beautiful as users of the product. The use of cosmetics at an early age or side effects can also occur with short- or long-term use. The negative effects caused are usually triggered by several chemicals that are specifically used as mixed ingredients in cosmetics. Cosmetics that follow their products specifically in an Islamic way are Wardah Cosmetics produced by PT Pusaka Tradition Ibu (PTI). Currently, the development of industries, especially in Indonesia, such as cosmetic products is growing very rapidly. The idea of the initial stage of this research is to determine First, the objects observed and examined as well as the observations made on observable objects that are predetermined, the commitment of identifying potential problems of observable objects. The sampling technique used in this study is an expert sample is an example of sample expediency included in the non-probability category. The results of this study get several points to be followed up in order to get solutions in completing the strategy as well as marketing changes in wardah cosmetic products and Da'wah Management's views on the strategy. These points are the Analysis of the Final Results of Wardah's Cosmetic Marketing Strategy and Customer Desires in buying wardah cosmetic products.

Kata Kunci: Wardah's, Digital Da'wah, Marketing Strategy

INTRODUCTION

Being beautiful and youthful is the dream of all women. Cosmetics are generally materials that are polished, sprayed or rubbed into the body creating freshness, smoothness, softness, purity and fragrance for the wearer. No wonder, several cosmetic industries compete for it such as beauty products. The goal is for women to look beautiful as users of the product. The use of cosmetics at an early age or side effects can also occur with short- or long-term use. The negative effects caused are usually triggered by several chemicals that are specifically used as mixed ingredients in cosmetics. Cosmetics that follow their products specifically in an Islamic way are Wardah Cosmetics produced by PT Pusaka Tradition Ibu (PTI). Currently, the development of industries, especially in Indonesia, such as cosmetic products is growing very rapidly. The idea of the initial stage of this research is to determine First, the objects observed and examined as well as the observations made on observable objects that are

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Competitive conditions force manufacturers to implement marketing strategies as consumer acquisition. Presented by (Kotler & Armstrong, Marketing Principles, 2008) Excelling in competition is one of the very important factors that quality must have in the product. If the quality of the company's products is good, then its products develop rapidly with a longer product life cycle. So most likely the consumer buys back the product. So that the quality of the product is known to consumers, so the company must consider the benefits of the product and how to use it.

Electronic commerce itself refers to electronic commerce that involves the dissemination of buying, selling and marketing goods and services through electronic systems such as the internet or on television or on other internet networks. E-commerce itself developed after the invention of the internet network, such a sales system facilitates the sale of goods or services anywhere in the world without establishing subsidiaries in all countries. In addition, it can be done for 24 hours as long as you are still connected to the internet. Social media (media networks) internet marketing strategies in particular can lower the price of marketing or advertising, but can earn high income. Customers can search for information through social media more easily and freely about what you want because you don't have to see it directly.

Social media offers a huge opportunity for companies to get closer to customers and this can increase sales, reduce costs and efficiency (Baird and Parasnis, 2011). Let's see how many people use Indonesian social networks so that it can become a strong market opportunity, one of which is in the field of cosmetics. The U.S. Food and Drug Administration (FDA) states that products intended for use in cleansing as well as beautifying the human body, enhancing attractiveness or altering appearance without sacrificing the structure or function of the cosmetic body are used daily by both men and women.

One cosmetic brand that uses electronic marketing strategies is Wardah. Wardah is a subsidiary of PT. Paragon Technology and Innovation. According to Kotler (2006), a brand is a name, shape, signal, symbol or design, or a combination of all of them. This includes identifying and differentiating our products from competitors. However, according to Shimp (2014), trademarks are more than just names, terms, symbols and the entire brand is all that is offered by a particular company compared to other product brands. A brand represents a set of values that marketers constantly share and promote to extend.

Wardah's products contain safe ingredients because the products do not contain ingredients derived from animals. It is stated on the product packaging that there is a picture of a rabbit crossed out. Wardah's products are said to be of high quality because the materials are still imported from Japan, France, Korea and the United States. Initially as the owner of Wardah Cosmetics, according to Nurhayati Subakat, it was very difficult to sell halal cosmetics in the market because Competition with external cosmetic products is fierce. But more

awareness. the company uses halal cosmetics, Wardah's cosmetics sales are growing rapidly. The following is a list of cosmetic products obtained halal certificate from MUI.

What can a mubhaligh do? Especially at a time of diversity today that is increasingly sophisticated and modern where technology has been greatly developed. This model is very influential on the target and sophistication of technology, lately many changes in human social life such as boys departing very rarely meet directly if there is a need. Also time for more information, Most people use related media obtained through the Internet to inform or interact with others. At least at this time what should be understood in the appeal. Preachers, of course, are happy to be able to adapt to developments that occur in the audience, preachers can use the media in the sermon itself, which is to reach da'wah and spread far and wide, even covering the entire world.

Bill Gates says the world is doing it to enter a new era of digital technology. Other digital footprints suggest that digital technology exists in every operating room both at home and across the country, from screens to wall projectors and even integrated into desks in study rooms or living rooms. All digital devices are easier to use because of the vocal and body movements how you should use them before returning to the keyboard (Traubhaar etLaRose 2002, 15).

The development of digital media today is increasing rapidly and complexly, especially information, communication etc. Transporting the influence of globalization worries not only the social aspect, but also the political and religious aspects. Everything is fine for now The task is to seek benefits from the development of Islamic da'wah media. With the implementation of Technology, it is hoped that in Islamic thought what is still partial becomes a synergy with connected media to reveal the benefits of Islam in some way to clear the stigma about digital media. So the attacks of different civilizations and worldviews threaten Islam, are easily broken, even controllable.

METHOD

The idea of the initial stage of this research is to determine First, the objects observed and examined as well as the observations made on observable objects that are predetermined, the commitment of identifying potential problems of observable objects. In this paper will be used analytical descriptive method with steps to identify problems is used to formulate problems, objectives and objects of exploration benefits that can be obtained when starting this research and the scope of research and development plans have been approved by cosmetic company Wardah.

The sampling technique used in this study is an expert sample is an example of sample expediency included in the non-probability category as exemplified. Then choose this technique based on expert opinion and the determination of the number of samples depends largely on the affected reports Social media offers a great opportunity for companies to get closer to customers, and this can increase sales, reduce costs and efficiency (Baird and Parasnis, 2011). According to Kelly, Kerr and Drennan (2010) social media provides marketers with tremendous opportunities to reach consumers in the community into their social lives and build more personal relationships. Social media has changed the habits of branded content created, distributed, and consumed into the power that determines brand image from online marketer to consumer (Tsai and Men, 2013). In this section, we will discuss the

formatting of Wardah Cosmetics' Marketing Strategy obtained from the SWOT matrix and mapping.

RESULTS AND DISCUSSION

Analysis of the Final Results of Wardah's Cosmetics Marketing Strategy

In this study, the results of data processing with software chosen by an expert are presented as a pairwise comparison. In addition, the weight results are also displayed only once.



Gambar 2. Hasil Pembobotan Seluruh Elemen Framework Strategi Pemasaran Kosmetik Wardah

You can use the SWOT-AHP model with the model expert selection software presented according to Figure 2. That model is a summary of the final value of the priority weighting of each factor against one or more so that the marketing strategy objectives are feasible from Expert Choice Software.

Tabel 1.
Tabel Nilai Bobot Objectives dari Hasil Expert Choice

No	Perspektif	Nilai Bobot Prioritasnya
1	<i>Strength</i>	0,164
2	<i>Weakness</i>	0,150
3	<i>Opportunity</i>	0,452
4	<i>Threat</i>	0,235

Figure 2 shows that among the four perspectives on marketing strategy targets are strengths, weaknesses, opportunities and threats to achieve the most weighted perspective target state and opportunities with a weight of 0.452. Some factors that make the weight of comfort higher than opportunity include very high growth because most of the population of Indonesia is a Muslim country. The second factor is that Wardah's cosmetic products are 100% halal. Even consumers do not hesitate to use it. Above and beyond today, cosmetics are part of people's lifestyles and purchasing power is also strong, so at this stage Wardah Cosmetics has a great opportunity because it can develop more. Although perspective is important, low priority is vulnerability with a value of 0.150.

Tabel 3.
Nilai Bobot Seluruh Faktor yang Mempengaruhi Perspektif Weakness

No	Perspektif	Nilai Bobot Prioritasnya
1	Kurangnya tim sales dan tim promosi yang siap untuk mengikuti perubahan strategi pemasaran	0,240
2	Tim promosi kurang	0,210
3	Supplier kualahan untuk memenuhi permintaan konsumen	0,550

From the point of view of strength factors, the largest weight value is the number of people who believe in Wardah's products with a weight value of 0.337, which is caused by people who already feel able to do something about the product, then using cosmetic products at affordable prices and many choices is the main reason for product consumer choices. For example, consumers choose there are various facial soap products from Wardah Cosmetics a wide range of products tailored to the skin and suitable for the visible effect on the user's skin so that there is a change from the use of the product satisfied and continue to use the product. From figure 2 it can be seen that among these four factors there is this influencing the perspective of strength. Although the author lists with a small weight value, but the effect on strength is Wardah's sales story which is quite successful with a weight value of only 0.126.

Tabel 5.
Nilai Bobot Seluruh Faktor yang Mempengaruhi Perspektif *Threat*

No	Perspektif	Nilai Bobot Prioritasnya
1	Terdapat banyak kompetitor dalam bidang kosmetik	0,260
2	Produk tiruan sudah mulai beredar	0,327
3	Harga tidak terkontrol karena adanya pihak yang bermain harga	0,413

The most influential factor in weakness is the lack of suppliers to meet consumer demand with a weight of 0.550. Indeed, this is one of the constraints of Wardah's cosmetology distribution center, where consumer demand is high, but Wardah's cosmetics cannot fill it because manufacturers are unable to meet consumer demand, so this is an opportunity for competitors to gain market share in the Cosmetics Department.

To overcome this, one of them is cosmetics, Wardah encourages suppliers to meet these needs to increase production at the Cosmetics Company. Of course, it is worth it with Wardah Cosmetics being able to maintain and expand its market share for both parties: Sales, while Wardah's cosmetics suppliers win in increasing sales.

Tabel 2.
Nilai Bobot Seluruh Faktor yang Mempengaruhi Perspektif *Strength*

No	Perspektif	Nilai Bobot Prioritasnya
1	Histori penjualan Wardah yang cukup sukses	0,126
2	Wardah memiliki infrastruktur yang memungkinkan untuk mengubah <i>marketing strategy</i> .	0,263
3	Banyak masyarakat yang loyal terhadap produk Wardah	0,337
4	Menjadi kosmetik satu-satunya dengan produk halal	0,237

Tabel 4.
Nilai Bobot Seluruh Faktor yang Mempengaruhi Perspektif *Opportunity*

No	Perspektif	Nilai Bobot Prioritasnya
1	Belum menjadi kosmetik nomor satu di Indonesia, kemungkinan berkembang sangat memungkinkan	0,200
2	Daya beli masyarakat kuat	0,400
3	Banyak media promosi yang dapat digunakan	0,400

From the point of view of possibility it is seen that they are the two most influential factors. These two factors are the strong purchasing power of the community and many promotional items that can be used by users as much as 0.400 pcs. People's purchasing power is strong, supported by Indonesia's economic growth. Indonesia's economic growth reached 5.3% in 2022, which is quite good considering that in 2021. The economic growth of countries in the world is quite unstable. At the same time, many media factors in the sales promotion department used by Wardah Cosmetics are currently intensively working on this. Many media outlets conduct campaigns to increase sales of other advertisements on television social media shows such as Facebook and Instagram, billboards, banners, neon boxes, giveaways. The results of many advertising media used are also displayed based on various types of Cosmetic market share, such as Wardah's makeup cosmetics market share in 2022 of 48%, so number one in Indonesia for skin care types is 17% or number one in Indonesia.

The factor with the most weighted value from a threat perspective. The impressive thing is that prices are not controlled because of the stakeholders. Anyone who plays a reward with a weight of 0.413 has this problem to be a considerable threat to Wardah Cosmetics because prices are not the same between other stores leaving a negative impression on consumers, consider goods cheaper than other stores as defective or counterfeit products, and this can also lead to unfair competition between stores. Wardah Cosmetics should immediately conduct an assessment in this context to Wardah's cosmetics business process to work more smoothly with retailers.

When all perspectives and factors are assigned a weight number, after that it is calculated by multiplying the perspective weight by the factor weight. The results of the calculation of 13 factors from 4 perspectives, the highest score comes from WO2 and WO3 opportunities, namely the purchasing power of the community is strong and many mass media so that the offer applies with a weight of 0.180. Based on these results, currently people's purchasing power is strong because cosmetics are a necessity to use every day except for product selection, consumers can choose which products are suitable for themselves. Wardah has always been to innovate in its products. On the contrary, there are many advertising tools that can be used in the digital age. In fact, there are now many advertising media that can do this as needed.

Tabel 6.
Nilai Bobot Seluruh *Diagnostic Factors* terhadap Kesuksesan *Marketing Strategies*

No	<i>Diagnostic Factors</i>	Nilai Bobot Prioritasnya
1.	Histori penjualan Wardah yang cukup sukses.	0,020
2.	Wardah memiliki infrastruktur yang memungkinkan untuk mengubah <i>marketing strategy</i>	0,043
3.	Banyak masyarakat yang loyal terhadap produk Wardah.	0,055
4.	Menjadi kosmetik satu-satunya dengan produk halal	0,044
5.	Kurangnya tim <i>sales</i> dan tim promosi yang siap untuk mengikuti perubahan strategi pemasaran	0,036
6.	Tim promosi kurang.	0,031
7.	<i>Supplier</i> kualahan untuk memenuhi permintaan konsumen	0,082
8.	Belum menjadi kosmetik nomor satu di Indonesia, kemungkinan berkembang sangat memungkinkan	0,090
9.	Daya beli masyarakat kuat	0,180
10.	Banyak media promosi yang dapat digunakan	0,180
11.	Terdapat banyak kompetitor dalam bidang kosmetik	0,061
12.	Produk tiruan sudah mulai beredar	0,076
13.	Harga tidak terkontrol karena adanya pihak yang bermain harga	0,097

Keinginan Untuk Membeli

The desire to buy can be interpreted as a purchase decision. Purchases based on cost of goods (Boo, Soyung; Park, 2019). Purchases can be made when consumers are satisfied with the process of information search and product consideration (Haque, Chowdhury, Yasmin & Tarofder, 2018). The goal that consumers do is to have the experience of buying a certain product only (Wang, Wang, Xue, Wang & Li, 2018). Meanwhile, in the review submitted by Saputro, it is stated that there are four indicators to measure the level of purchases, namely the level of transactions tend to buy products (Saputro & Sugiharto, 2018). The second is exploratory interest, describing the behavior of a person seeking information about a safe product. Third is privilege, which is the main interest / benefit of consumers of products and services. Fourth, referential interest is the tendency to relate a product to others. Research by Irama and Abror reports Halal products. Studies have shown that halal products have a positive effect on consumers' willingness to buy (Rhythm and Abortion, 2019). Another study shows that a marketing mix based on sharia principles can have a positive impact on consumer purchasing decisions for a particular product (Bastaman, 2019).

KESIMPULAN

The conclusions of this study are:

1. SWOT factors of Wardah's cosmetics marketing strategy are as follows: Reinforce:

- A. Wardah's sales history is quite successful.
- B. Wardah has adequate infrastructure to change marketing strategy.
- C. Many people are loyal to branded products.
- D. The only cosmetics that contain Halal products.

Debilitation:

- A: There is a lack of sales teams and advertising teams to keep up with changes in marketing strategies.
- B. No ads.
- C. Supplier is unable to meet Consumer demand.

Potential:

- A. Not yet the number one cosmetic in Indonesia, the possibility of growing is very possible.
- B. People's purchasing power is strong.
- C. Many advertising tools are used.

Threat:

- A. The large number of competitors in the field of cosmetics.
- B. Counterfeit products begin to spread.
- C. Prices are not controlled because there are parties who do the price of the game.

This study concluded that the Islamic marketing mix has a positive effect on consumer interest in buying Wardah cosmetic products. Consumers who are often exposed to their marketing mix tend to be more interested in buying than consumers who are not exposed to the Islamic marketing mix. There are four main dimensions to testing this marketing mix containing product, price, campaign, and location.

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