

The Application of Sharia Promotion Strategies through Direct Marketing and Word of Mouth on Consumer Purchase Intentions: A Case Study of Myrooms Printing Pekanbaru

Muhammad Fikri Azzuhdi

Universitas Islam Negeri Sultan Syarif Kasim Riau

Email: azzuhdifikri@gmail.com.

Nur Aini Fatma

Universitas Islam Negeri Sultan Syarif Kasim Riau

Email: nurainifatma2019@gmail.com.

Siti Lathifa Hanum

Universitas Islam Negeri Sultan Syarif Kasim Riau

Email: slathifa10@gmail.com

Afdhol Rinaldi

Universitas Islam Negeri Sultan Syarif Kasim Riau

Email : afdhol.rinaldi@uin-suska.ac.id

Risa Juita

Universitas Islam Negeri Sultan Syarif Kasim Riau

Email: risajuita63@gmail.com

ARTICLE INFO:

Keywords:

Direct Marketing; Word of Mouth; Purchase Intention; Islamic Economics

Article History:

Received: 2024-08-04

Revised: 2024-10-22

Accepted: 2024-12-08

Online: 2024-12-28

ABSTRACT

This study aims to analyze the promotional strategies implemented by Myrooms Printing Pekanbaru in increasing consumer purchasing interest through direct marketing and word of mouth marketing approaches based on sharia values. This study uses a qualitative descriptive approach with data collection techniques in the form of observation, interviews, and documentation. The results indicate that Myrooms Printing utilizes social media platforms such as WhatsApp and Instagram for online promotion, as well as direct approaches to consumers as part of offline promotion. Word-of-mouth marketing has proven to significantly contribute to increased customer loyalty and the attraction of new customers. From a sharia economics perspective, the promotional strategies implemented align with the principles of honesty, fairness, transparency, and avoiding excessive profit-taking. Affordable pricing strategies and good customer service also play a key role in increasing consumer purchasing interest. This study recommends that other micro-enterprises integrate Islamic values into their promotional practices to build sustainable and blessed businesses.



This is an open access article under the [CC BY-SA](#) license.

Corresponding Author: Risa Juita

INTRODUCTION

The development of technology today is very rapid and has penetrated all aspects of human life. People from all walks of life, including adults, teenagers, and children, cannot escape the use of digital technology such as smartphones, computers, and automatic machines. Advances in information technology have had a significant impact on the business world, encouraging businesses to innovate in their promotional strategies and services to be more effective (Setiadi, 2020). Businesses play a crucial role in driving national economic growth by providing job opportunities and improving the standard of living for the community. In Indonesia, an increasing number of people are starting their own businesses, thereby contributing to a decrease in the national unemployment rate (Kuncoro, 2018). In running a business, customer satisfaction is the most important aspect that must be considered in order to build loyalty and attract consumers to make repeat purchases (Kotler & Keller, 2016).

One of the fastest-growing business sectors today is the printing and office supplies industry. This industry holds promising prospects due to the high demand for printing and photocopying services, both in urban and rural areas. Myrooms Printing is an example of a micro-enterprise operating in the printing and office supplies sector in Pekanbaru. The business started with a single photocopying machine and minimal capital, but has grown by offering various services such as typing, mobile phone top-ups, electricity token refills, and the sale of office supplies at affordable prices.

The uniqueness of Myrooms Printing lies in its marketing strategy, which combines *direct marketing* and *word-of-mouth* marketing. These two strategies are considered effective and efficient because they are easy for small businesses to implement in reaching consumers directly and through customer recommendations (Sutisna, 2011). In the Pekanbaru area, particularly around the UIN Sultan Syarif Kasim Riau campus, competition in the photocopying business is highly intense. The emergence of many similar businesses has prompted businesses such as Myrooms Printing to continuously improve the quality of their services and promotional strategies in order to maintain and expand their market share. Located on Jl. Satria, Tuah Madani Village, Tampan District, this business operates daily from 7:00 AM to 10:00 PM and is known for its strategic location and competitive prices. In facing intense business competition, business operators must understand consumer needs and establish appropriate promotional strategies. These strategies are not only important for ensuring business sustainability but also for enhancing competitiveness through customer satisfaction. Satisfied customers are more likely to make repeat purchases and recommend products or services to others, ultimately strengthening the business's position in the market (Tjiptono, 2019).

The implementation of appropriate promotional strategies is crucial in facing competitive market dynamics. In this case, *direct marketing* and *word of mouth marketing* are two effective promotional strategies, especially for micro, small, and medium enterprises (MSMEs). *Direct marketing* allows businesses to reach customers personally and directly without intermediaries, thereby making communication more efficient and reducing promotional costs (Adieb, 2023). Meanwhile, *word-of-mouth marketing* leverages the power of recommendations and customer satisfaction as a credible and highly influential promotional medium that significantly impacts consumers' purchasing decisions (Rabbani et al., 2022).

Consumer purchasing decisions are not only influenced by product quality or price, but also by how a product or service is perceived through the promotions they receive. When consumers are satisfied with the service provided, they are not only more likely to make repeat purchases, but will also recommend the product or service to others in their circle. This indicates that word-of-mouth promotion has a deeper psychological impact compared to conventional commercial promotion (Kurniawan, 2017). In the context of Myrooms Printing Pekanbaru, the marketing strategy implemented is considered to have influenced an increase in consumer purchasing interest. By leveraging social media platforms such as WhatsApp and Instagram, and engaging in direct interaction with customers, Myrooms Printing has been able to build closer relationships with its customers. Additionally, competitive product prices and fast service have become key factors supporting the success of their promotions.

In addition to technological factors and promotional strategies, Islamic economic principles are also becoming important considerations in business practices, especially among MSME players. Islamic economics emphasizes the importance of justice, honesty, transparency, and the blessings of business as the basis for conducting economic activities. In this context, business actors are required not only to pursue profit but also to consider aspects of Islamic business ethics (Antonio, 2008). One of the core principles of Islamic economics is "*-al-maslahah*," which means seeking mutual benefit for all parties. This is reflected in fair pricing (no exploitation), honest service, and the absence of deception (*gharar*) or exploitation in business transactions. Myrooms Printing, as a business operating in an area with a strong Muslim community, should integrate these values into its promotional strategies (Yulianti & Prabowo, 2022).



In addition, manipulative, deceptive, or coercive practices must be avoided in product promotion. Therefore, *word of mouth marketing* and *direct marketing* strategies are highly relevant to Islamic values because they are personal, transparent, and ethical, and build trust between businesses and consumers (Ascarya, 2016). Thus, promotion is not merely a tool to attract buyers, but also a means of spreading good muamalah values. The application of Islamic economic principles in promotion and the management of small businesses like Myrooms Printing can serve as a business model that is not only competitive in the market but also holds spiritual and social value. Therefore, this study is important to examine the relationship between direct and word-of-mouth promotion strategies and Islamic economic principles in enhancing consumer purchasing interest in the printing business.

LITERATURE REVIEW

A. Business Feasibility Study

A business feasibility study is an in-depth analysis conducted to assess whether a business idea or plan is viable, both from an economic, operational, legal, and technical perspective. The primary objective of this study is to provide an objective basis for decision-making regarding the viability of a business idea before investing resources.

In practice, a business idea can be considered viable if the results of its implementation are able to provide greater benefits than the risks or negative impacts that may arise. These benefits are not only assessed in terms of financial gain, but also in terms of their contribution to stakeholders, including investors, consumers, the government, and the wider community.

By conducting a feasibility study, business actors can map out opportunities and challenges from the outset and design more planned risk mitigation strategies. Therefore, this study is a crucial first step in determining the long-term success of a business (Mhd Bintang Ihsan, et.al, 2021).

B. Marketing Management Theory

Marketing management comes from two words: management and marketing. Marketing is the analysis, planning, implementation, and control of programs designed to create, build, and maintain profitable exchanges with target buyers to achieve company objectives. Management, on the other hand, is the process of planning, organizing, actuating, directing, and controlling.

Marketing management is a series of planning, implementation, monitoring, and control activities for marketing a product so that a company can achieve its targets effectively and efficiently. Marketing management is generally created with the aim of creating a system, building, and maintaining exchanges between producers and consumers so that they can provide mutual benefits (Satriadi, 2021).

C. Interest Theory

Interest is something that's not on purpose, but just happens, and it depends on your talents and environment. Interest is also one of the psychological things that push people to get what they want. People tend to be interested in things that they pay more attention to or enjoy more. If something doesn't make them happy, they won't be interested in it. Therefore, the level of attention or pleasure a person has toward an object is influenced by the level of their interest. According to Slameto, interest is defined as a strong inner drive toward something. Interest is a preference and attraction toward something or an activity, without being told to do so (Slameto, 2010).

Purchase intention is a behavior that arises in response to an object that indicates a consumer's desire to make a purchase. A person's purchase intention is closely related to their feelings; when someone feels happy and satisfied when seeing a product or service, it will strengthen their purchase intention. Purchase intention can be identified through the following indicators:

- 1) Exploratory interest, which describes the behavior of someone who is always looking for information about a product they are interested in and seeking information to support the positive characteristics of that product.
- 2) Preferential interest, which describes the behavior of someone who has a primary preference for a product. This preference can only be changed if something happens to the preferred product.
- 3) Transactional interest, which is a person's tendency to buy a product.
- 4) Referential interest, which is a person's tendency to refer a product to others (Abdul Latief, 2018).

D. Marketing Mix

Marketing mix refers to the variables under a company's control that are used together to satisfy this target group.

a) *Product*

In the marketing mix, the role of the product/service is very important among the factors of price, advertising, and distribution. No matter how low the price of the product/service sold in the market, how attractive the advertisements are, or how strategic the business location is, what the community needs is whether or not the product/service they need is available. Product/service development is assessed based on the nature of the product/service to be offered, and the competitive matrix is highly useful in determining the product/service to be offered.

b) *Price*

Price is the amount of value exchanged by consumers for the benefits of owning or using a product, whose value is determined by buyers and sellers through negotiation, or set by the seller at a single price for all buyers.

Companies must consider many factors when determining their pricing policies. Let's look at some details in the six-step procedure: (1) selecting pricing objectives; (2) determining demand; (3) estimating costs; (4) analyzing costs, prices, and competitors' offerings; (5) selecting pricing methods; and (6) selecting the final price.

c) *Distribution (Place)*

A distribution channel is a group of organizations that are interdependent in their involvement in the process that makes a product available for use or consumption by consumers or industrial users. In terms of distribution policy, the channel design needs to be determined. Designing a channel system requires analyzing consumer service needs, setting channel objectives and constraints, identifying key channel alternatives, and evaluating them. Next, channel objectives and constraints must be established.

d) *Promotion*

Promotion is a one-way flow of information or persuasion designed to direct individuals or organizations toward actions that create exchange in marketing. Promotion should include who, what, when, and where the business can meet all people's desires, and not all companies have unlimited funds for promotional purposes, so promotion must be directed at the target market. Promotion can include the company name, logo, *personal selling* techniques, special sales promotions, public relations, and publicity. It is important to note that companies should establish relationships with the media before the business is established.

To communicate a product, a strategy often referred to as the *Promotion Mix* must be developed, consisting of four main components: *advertising*, *sales promotion*, *public relations*, and *personal selling*. Some also argue that *the marketing communication mix* or promotion mix consists of eight main communication models (Arif Fakhruddin, et al., 2022):

- 1) Advertising
- 2) Sales promotion
- 3) Events and experiences
- 4) Public relations and publicity
- 5) Direct marketing
- 6) Interactive marketing
- 7) Word-of-mouth marketing
- 8) Personal selling

According to (Kotler & Armstrong), the promotional mix consists of eight main components, namely:

- 1) Advertising, which is any form of paid nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (sound recordings, video recordings, videodis, CD – ROM, web pages), and display media (billboards, signs, posters).

- 2) Sales promotion is any long-term incentive to encourage trial or purchase of a product or service, including consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), and business and sales force promotions (contests for sales personnel).
- 3) *Events and experiences* are programs sponsored by companies designed to create daily interactions or special brand-related experiences with consumers, including sports, arts, entertainment, and other activities that are less formal in nature.
- 4) Public relations and publicity are various programs directed internally to employees of the company or externally to consumers, other companies, the government, and the media to promote or protect the image of the company or individual products.
- 5) *Direct marketing* involves using mail, telephone, fax, email, or the internet to communicate directly with or request a response or dialogue from specific customers and prospects.
- 6) *Interactive marketing* is a program designed to engage customers or prospects and directly or indirectly increase awareness, improve image, or generate sales of products and services.
- 7) *Word-of-mouth marketing* is person-to-person, written, or electronic communication related to benefits or experiences of purchasing or using products and services.
- 8) *Personal selling* is direct interaction with one or more potential buyers for the purpose of making a presentation, answering questions, and taking orders (Faisal Ahmad LMH, et al. 2021).

E Direct Marketing

Direct marketing is a marketing technique that involves communicating directly with customers, both new and potential, without going through third-party intermediaries, such as media or advertisements. Direct communication here means introducing or selling products or services. As we know, in today's era, many marketers use advertisements to increase brand awareness and sales. Direct marketing is the most effective marketing technique for establishing direct relationships with audiences. The benefits of direct marketing are (Maulana Adieb 2023):

- Saves marketing budget
- Reaching more customers
- Build customer loyalty

The types of direct marketing are as follows:

a) Face-to-face marketing

Today, most business-to-business marketers rely heavily on professional sales teams to find and visit potential customers, nurture them into customers, build long-lasting relationships, and grow their business, or they hire company representatives and agents to carry out direct sales tasks.

b) Distance marketing

Distance marketing (telemarketing) is marketing that uses the telephone to sell directly to consumers. Telephone marketing now accounts for more than 38% of all direct marketing media expenditures.

c) Direct mail marketing

Direct mail marketing involves sending offers, announcements, notifications, or other items to a specific address, including letters, advertisements, product samples, letter folders, and other "salespeople with wings" sent to potential customers whose names are listed in an address list.

d) Catalog marketing

Rapid technological advances, along with the move toward personalized, one-to-one marketing, have brought about dramatic changes in catalog marketing. The catalog age magazine typically defines a catalog as a bound printed booklet of at least eight pages that sells a variety of products and offers a direct ordering mechanism.

e) Kiosk marketing

Many companies place information and ordering machines called kiosks (different from vending machines, which dispense actual products) in stores, airports, and other locations (Anang Firmansyah 2020).

F. Word of Mouth Marketing

According to Kayako, word of mouth is a simple act of sharing information with people you know. Generally, this is used as a marketing strategy by recommending a product to people in your group. Meanwhile, according to Investopedia, word of mouth marketing is when consumer interest in a product is reflected in their daily conversations. Simply put, when a consumer really likes a product, they will talk about it every day. Of



course, this consumer will indirectly praise the product they are using. They will even recommend it to their closest friends and family.

Basically, word of mouth is a free marketing strategy for a brand carried out by its loyal customers. In addition, word of mouth marketing can also be driven by several factors. For example, when a company advertises in several media outlets. So, this type of marketing has proven to be very profitable. In addition, there are other benefits of word of mouth marketing, including (Trias Ismi 2023):

- Increasing trust
- Building brand
- Does not require a large budget

The three basic motivations that drive positive word of mouth are as follows:

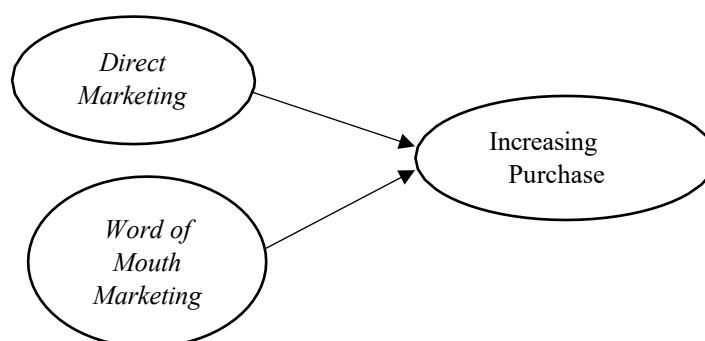
- 1) Consumers like the products they consume. People talk about a product because they like the products they consume, both in terms of the main product they consume and the service or customer service they receive.
- 2) They speak positively about the product Most consumers engage in word of mouth because of emotional motives or feelings toward the products they use. As social beings, humans naturally communicate and share information between individuals.
- 3) They feel connected to a group. The desire to be part of a group is one of the strongest human feelings. Every individual wants to feel connected to other individuals and be involved in a social environment. Talking about a product is one way to achieve this connection. We feel emotionally happy with a group that shares the same interests (Didin Burhanuddin Rabbani, et.al 2022).

Elements that can be used to measure word of mouth are volume, how much word of mouth is there? This element measures how much word of mouth there is. This is very important. This approach is similar to a news clipping service that monitors a company's products several times. It can also be analogized as frequency, i.e., how often people talk about or recommend something. The more conversations that occur, the more people will become aware of it. The indicators used are as follows (Gogi Kurniawan 2017):

- 1) Often heard in everyday conversations
- 2) Frequently discussing with others
- 3) Often recommended by others

G. Conceptual Framework

A company will be considered successful in the long term if it can satisfy all consumer needs, especially in terms of product quality, price, and service quality, because consumer satisfaction or dissatisfaction with a product and service will influence the interest of subsequent buyers. This study will discuss direct marketing and word of mouth marketing strategies to increase consumer purchasing interest in the Myrooms Printing Pekanbaru printing business.



H. Sharia Economic Perspective on Marketing Strategies

In the view of Islamic economics, marketing activities are part of muamalah, which refers to social interactions related to economic transactions and must be carried out in accordance with Islamic principles. Marketing strategies implemented by business actors must adhere to the principles of honesty (ʿiṣḍiq), justice (ʿadl), transparency (bayān), and trustworthiness (amanah) to avoid prohibited practices such as fraud (gharar), coercion

(*ikrah*), and manipulation (*tadlīs*) (Antonio, 2008). Islam places ethical principles at the foundation of all business activities. Therefore, promotion or marketing should not be conducted in ways that harm consumers or convey false information. Marketing in Islam is not only aimed at attracting buyers but also at providing benefits (*maslahah*) and educating consumers to understand the value of blessings in transactions (Ascarya, 2016).

Direct marketing and word-of-mouth marketing strategies, when implemented correctly, are highly aligned with the principles of Islamic economics because:

- They involve direct communication and transparency of information between producers and consumers,
- Building trust and loyalty, which are important foundations in sharia transactions,
- Minimizing promotional costs so as not to impose excessive selling prices on consumers (Yulianti & Prabowo, 2022).

Additionally, in Islamic economics, the concept of Islamic marketing ethics is also recognized, which includes the following principles (Nasution, 2019):

1. Transparency (*bayān*): Providing clear and accurate information to consumers.
2. No deception (*tadlīs*): Avoiding practices that manipulate prices, quality, or information.
3. Justice (*‘adl*): Not creating unfair competition and respecting the rights of consumers and other business actors.
4. Beneficence: Creating added value for customers and society at large.
5. Avoiding exploitation: Not taking advantage of consumers' lack of knowledge for one-sided gain.

Thus, the implementation of marketing strategies by SMEs such as Myrooms Printing can be evaluated not only based on their business effectiveness but also on the alignment of their values with Sharia principles. Businesses built on Sharia principles are believed to generate blessings and long-term sustainability, both economically and spiritually (Hafidhuddin, 2007).

METHOD

This study is a descriptive research with a qualitative approach. This approach was chosen because it aims to understand and describe in depth the social phenomena occurring in the field, particularly regarding the promotional strategies employed by micro-businesses, specifically Myrooms Printing in Pekanbaru. Qualitative research emphasizes the quality and depth of information rather than the number of respondents or statistical data alone. Therefore, the primary focus of this study is to understand the meaning, perceptions, and motivations behind the actions and promotional strategies implemented, as well as how these strategies impact consumer purchasing interest (Kriyanto, 2006).

The data obtained in this study is narrative and contextual, so the analysis was conducted by interpreting the data based on relevant theories. The researcher attempted to describe the social reality that exists in society, in this case the actors and consumers of the printing business, through observation, in-depth interviews, and documentation (Bungin, 2008).

Through this approach, it is hoped that a comprehensive understanding can be gained regarding:

- The *direct marketing* and *word-of-mouth marketing* strategies employed by business actors,
- Factors influencing the effectiveness of these strategies in increasing consumer purchasing interest,
- The alignment of the strategy with the principles of Islamic economics, both in terms of ethics and business practices.

RESULTS AND DISCUSSION

Myrooms Printing is one of the printing businesses located on Jl. Satria, Tuah Madani Village, Tampan District, Pekanbaru, which not only prints text/images in hard copy or photocopy format but also provides various types of office supplies such as paper, pencils and erasers, pens, rulers, scissors, type X (*stipo*), paper clips, reprinting services, ink, staples, markers, notebooks, illustrated books, notebook folders, envelopes, and more. Additionally, the company offers typing services, mobile phone credit sales, and electricity token payments. Office supplies are sold at affordable prices. Despite the low prices, customers who come to purchase are diverse and do not discriminate based on social class.

As we know in economic activities, it is not possible to focus solely on producing a product. Rather, it is also important to promote the product so that it becomes known to consumers and increases their purchasing interest. In the digital age, companies no longer rely solely on offline or direct promotion strategies but also utilize

online media. The promotional strategy for Myrooms Printing's printing and photocopying business employs two methods: online and offline. Online promotion is conducted through WhatsApp and Instagram, while offline promotion is carried out through direct marketing. Examples of promotional ads and prices offered by Myrooms Printing's photocopying business are as follows:

A company, when conducting indirect promotions, uses 8 promotional mixes simultaneously. One of them is the Myrooms Printing printing business, which only uses 2 (two) promotional mixes: direct marketing and word-of-mouth marketing. This is because, at present, these promotional mixes are the most appropriate choice to attract consumer interest. Despite the advancement of technology, this does not hinder promotional activities. However, challenges arise during promotions, particularly a decrease in revenue from printing services when students are on semester break.

Based on interviews conducted by the researcher with the owners of Myrooms Printing, they set lower prices because they purchase goods from distributors in large quantities, resulting in lower prices and avoiding excessive profits. This allows their business to operate smoothly. It can be concluded that customers are interested in using printing and photocopying services at Myrooms Printing because they are attracted by the promotions on social media, which feature appealing advertisements. However, it is not only the promotions that influence customers' purchasing decisions; another factor is the lower prices compared to other more expensive places.

Myrooms Printing is one of the printing and photocopying businesses located on Jl. Satria, Tuah Madani Village, Tampan District, Pekanbaru City. The business was established in 2021 and has grown into a micro-enterprise that not only provides document printing services in the form of hard copies or photocopying but also offers various office supplies (ATK) such as paper, pencils, erasers, pens, rulers, scissors, correction fluid (stipo), paper clips, refill ink, staples, markers, notebooks, folders, envelopes, and additional services such as document typing, mobile phone credit sales, and electricity token payments. The main advantages of Myrooms Printing are competitive product prices and fast service, enabling it to reach customers from various social backgrounds.

In its promotional activities, Myrooms Printing combines two main approaches: online promotion and offline promotion. Online promotion is conducted through social media platforms like WhatsApp and Instagram, enabling quick and widespread dissemination of promotional information to both existing and potential customers. Meanwhile, offline promotion is carried out through direct marketing and word-of-mouth marketing, which involves directly conveying information to consumers and relying on recommendations from satisfied customers to other potential customers.

This strategy aligns with the promotion mix theory proposed by Kotler & Keller, which states that marketing should not solely rely on paid advertising but also utilize personal and interactive approaches to build long-term relationships with customers. Although Myrooms Printing only utilizes two of the eight commonly used elements of the promotion mix—direct marketing and word of mouth—this strategy is considered more targeted, efficient, and suitable for the characteristics of a micro-business with limited promotional budget allocation.

From interviews conducted with the business owner, it was found that one of the main reasons why product prices at Myrooms Printing are relatively cheaper than competitors is because bulk purchases of inventory are made directly from distributors. Additionally, the business owner does not set overly high profit margins, with the aim of keeping the business affordable for all segments of the population. This strategy not only fosters customer loyalty but also aligns with the principles of fairness and blessings in Islamic economics, which emphasize avoiding excessive profit and exploitation of consumers (Antonio, 2008).

The implementation of fair pricing strategies and direct communication with customers also strengthens consumer trust in this business. Customers feel valued and treated humanely, which ultimately encourages loyalty and voluntary promotion from consumers to their friends and family. From an Islamic economic perspective, promotions conducted honestly and transparently, without elements of deception (gharar) or manipulation (tadlis), constitute ethical and rewarding business practices (Ascarya, 2016).

However, this business also faces challenges, particularly a decline in income during semester breaks, as the majority of its customers are students. This situation requires business operators to be more creative in designing sustainable promotional strategies, such as targeting the general public or expanding service networks to institutional and office sectors.

In conclusion, the promotional strategies implemented by Myrooms Printing, particularly the use of direct marketing and word-of-mouth marketing, have proven effective in increasing consumer purchasing interest. These strategies are not only relevant from a conventional marketing perspective but also align with the principles of Islamic economics, which emphasize blessings, transparency, honesty, and fairness in all business activities.

CONCLUSION

Based on the results of the study conducted on the promotional strategies of Myrooms Printing Pekanbaru, it can be concluded that the business has successfully implemented two main promotional strategies, namely *direct marketing* and *word of mouth* marketing in its business activities. These strategies have proven effective in increasing consumer interest, particularly because the approach taken is personal, simple, and efficient, in line with the characteristics of micro businesses. Online promotion through social media such as WhatsApp and Instagram is used to reach a wide audience, while offline promotion is conducted through direct communication and excellent customer service, thereby creating satisfaction that encourages customers to provide recommendations voluntarily.

In addition to promotional aspects, the success of this business is also influenced by a fair and affordable pricing strategy, without excessive profit-taking. This practice reflects the application of Islamic economic values, such as honesty, fairness, blessings, and transparency. Business operators are not solely profit-driven but also prioritize ethical considerations in business and the benefits for society. Thus, it can be concluded that the success of Myrooms Printing's promotions stems not only from effective marketing strategies but also from the ethical commitment of business operators in conducting their operations in accordance with Islamic principles, which ultimately builds trust, customer loyalty, and long-term business sustainability.

REFERENCES

- Abdul Latief, "Analysis of the Influence of Product, Price, Location, and Promotion on Consumer Purchase Intentions at a Ginger Tea Stall (Case Study of Warung Sido Mampir in Langsa City)." *Journal of Management and Finance*, Vol. 7, No. 1 (2018)
- Adieb, Maulana. (2023). *Direct Marketing: Definition, Benefits, Types, and Pros and Cons*. Accessed from glints.com.
- Anang Firmansyah, *Marketing Communication*, East Java: Qiara Media, 2020.
- Arif Fakhruddin, et al., *Marketing Mix*, Yogyakarta: Deepublish, 2022.
- Antonio, M. Syafi'i. (2008). *Islamic Banking: From Theory to Practice*. Jakarta: Gema Insani.
- Ascarya. (2016). *Economic Ethics in Islam*. Jakarta: Bank Indonesia Institute.
- Burahman Bungin, *Qualitative Research*, Jakarta: Prenada Media Group, 2008.
- Didin Burhanuddin Rabbani, et al., *Marketing Communication*, West Sumatra: PT. Global Eksekutif Teknologi, 2022.
- Faisal Ahmad LMH, et al., "Promotional Strategies to Increase Consumer Interest in Baby Crab." *Journal of Community Service* Volume 1. No. 3 (2021)
- Gogi Kurniawan, *The Role of Word of Mouth, Trust, and Product Quality on Batik Fabric Purchase Decisions Among Artisans in Kampoeng Batik Jetis-Sidoarjo*, Surabaya: Mitra Sumber Rejeki, 2017.
- Hafidhuddin, D. (2007). *Business Ethics and Islamic Finance*. Jakarta: Gema Insani Press.
- Kotler, Philip & Keller, Kevin Lane. (2016). *Marketing Management* (15th ed.). Pearson Education.
- Kuncoro, Mudrajad. (2018). *Strategic Management: Theory and Application in Indonesia*. Jakarta: Salemba Empat.
- Kurniawan, Gogi. (2017). *The Role of Word of Mouth, Trust, and Product Quality on Purchase Decisions*. Surabaya: Mitra Sumber Rejeki.
- Maulana Adieb, *Direct Marketing: Definition, Benefits, Types, and Pros and Cons*, Article accessed on December 12, 2023, from <https://glints.com/id/lowongan/direct-marketing-adalah/>
- MHD Bintang Ihsan, et al., "Analysis of the Feasibility of a Photocopy Business Around the Riau University Campus in Pekanbaru." *JOM FEB* Volume 8. No. 2 (2021): p. 6.
- Nasution, M. (2019). *Business Ethics in Islam*. Yogyakarta: Deepublish.
- Rabbani, Didin Burhanuddin, et al. (2022). *Marketing Communication*. West Sumatra: PT Global Eksekutif Teknologi.
- Rachmat Kriyanto, *Practical Techniques in Communication Research*, Jakarta: Kencana Premada MediaGroup, 2006.
- Satriadi, et al., *Marketing Management*, Yogyakarta: Samudra Biru, 2021.
- Setiadi, Nugroho J. (2020). *Consumer Behavior*. Jakarta: Prenada Media Group.
- Slameto, *Learning and Its Influencing Factors*, Jakarta: Rineka Cipta, 2010.
- Sutisna. (2011). *Consumer Behavior and Marketing Communication*. Bandung: Remaja Rosdakarya.



- Tjiptono, Fandy. (2019). *Marketing Strategy*. Yogyakarta: Andi.
- Trias Ismi, *Word of Mouth Marketing: What It Is, Strategic Choices, and Its Benefits*, Article accessed on December 12, 2023, from <https://glints.com/id/lowongan/word-of-mouth-adalah/>
- Yulianti, E. & Prabowo, M.A. (2022). Integration of Islamic Business Ethics in SME Marketing Strategies. *Journal of Islamic Economics and Business*, 10(1), 45–56.