

PROMOTIONAL PRACTICES WITH GIVEAWAY AS ATTRACTION OF CONSUMER INTEREST IN ISLAMIC ECONOMIC PERSPECTIVE (CASE STUDY OF INSTAGRAM ACCOUNT @FATIM_KIDS15)

¹Rizki Syahputra, ²Sutoyo, ³Emalia Ariska

¹Universitas labuhanbatu, ^{2,3} Universitas Islam Kebangsaan Indonesia

ARTICLE INFO

Keywords:

Promotion,
Giveaway,
Islamic Economics

E-mail:

rizki.pecintarasulullah@gmail.com
sutoyolsm@yahoo.co.id
emalia.arisca@gmail.com

ABSTRACT

Previously trading was done manually, now it is done online via e-commerce. Many conveniences and has a lot of influence for the development and progress of a business. The development of a promotional business is one of the ways that a producer or business actor does to attract consumers and users of goods to be able to get them. By definition, promotion is an act carried out by producers to get income. Current technological advances, especially the advancement of the internet, have many market places available for online transactions. The promotion method with Instagram is now an option for businesses. The current promotional trend is a conditional giveaway or prize, which is a gift given free of charge without spending money, however, there are terms and conditions that must be obeyed to get the prize. There are two problems examined in this research, namely; (1) What are the driving factors for business actors to hold promotions with giveaways. (2) How is the Islamic Law Review of promotional practices with giveaways as an attraction for consumer interest on the fatim_kids15 Instagram account. The type of research used and this research is field research, namely where research activities use data obtained from field observation activities. With primary data obtained from interviews, documentation, and secondary data obtained from journals, books on fiqh muamalah.

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1. INTRODUCTION

The current giveaway practice is for profit only. Giveaway is done to find customers to buy the product. A promotion is being held by distributing giveaways for free but with the terms and conditions set by the organizers, namely the online store from @fatim_kids15. Promotions are also carried out by offering various attractive prizes, but to get them it is not easy to have to go through predetermined procedures. However, there are things that are actually not included in the specified requirements, such as administrative costs to get the prize. That in Islam gifts are given freely and without any reward.

2. METHOD

This research includes field research, namely research which in this case is carried out in the field or on respondents, namely the online store @fatim_kids15. In addition, researchers also use library research, namely as a supporter of this study using various sources of literature in the library that are relevant to the issues raised for research.

3. RESULT AND DISCUSSION

In this day and age, which is experiencing a lot of development from the development of science, technology or science in general, even now in the field of trade also has a lot of developments. Especially in today's trade, there is a lot of creativity from business people, especially from online businesses through E-commerce. One of the methods used is by way of promotion. Promoting a product, which has the main goal of attracting or attracting consumer interest from oral, written or graphic forms. However, it is not uncommon to find that many consumers are deceived and lied to by this promotional model because it is not in accordance with reality and does not match the truth of the actual situation.

Understanding terminologically, according to Khalid bin Abdullah the term Al-Hawafiz Al-Muraghibah Fi Al-Shira' must refer to marketing books in reviewing problems and making them a subject matter. Thus, that by referring to these books it is known that the term used means something that encourages or persuades other people to buy or what is commonly referred to as promotion. Promotion here has two meanings, namely the meaning in general and in particular. The meaning of promotion in general can be explained as all actions taken by producers to increase sales results. While the meaning specifically can be explained is a communicative relationship between producers and buyers with the aim of informing them, persuading and encouraging them to buy.

In essence, promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence/persuade, and or remind the target market for the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned (Agustina Shinta, 2011: 120.)

Tjiptono (2008), that promotion is one of the determining factors for the success of a program in marketing. Muslichah (2010), promotion is a promotional activity which seeks to disseminate information, influence, persuade, and or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered. Hermawan (2012), promotion is one of the priority components of the three marketing activities aimed at consumers that new products have been launched in attracting consumers to make purchasing activities. Explanation from Sadono Sukirno (2013), promotion is introducing a product so that consumers like it and then buy it (Onny Fitriana Sitorus and Novelia Utami, 2017: 89)

Giveaways has the original meaning of gift or grant. Basically, the meaning of the giveaway itself is an activity in which prizes are distributed with the existence of terms and conditions that have been predetermined by the giveaway organizer. So, for participants who want to take part in this giveaway, they must meet the requirements in accordance with the holding of the giveaway. While there is a definition of giveaway according to the Big Indonesian Dictionary (KBBI) which means giving or gifts. So that it can be concluded that this giveaway is an activity in order to give gifts for free or free of charge to other people who are in accordance with the product promised by the sponsor. Organize and take part in quiz activities for this, a sighat giveaway in the form of writing. However,

a. Factors that Drive Business Actors in Promoting with Giveaways on Instagram Social Media

Marketing is a process of giving satisfaction to consumers to get profits. The two main marketing objectives are to attract new customers by providing and demonstrating superior

value and to retain customers by providing satisfaction. Marketing that makes sense will be the determinant of every success of a business. Doing effective marketing by taking into account the needs and desires of consumers can be of value to maintain the superiority of a product and the quality of the business. So that it can be an opportunity to attract new customers and retain old customers.

The marketing strategy using promotion is very important. Promotion, namely introducing and providing information on a business and product offered by using several media in order to attract consumer interest and gain profits in income. Promotion is also a determinant of the success of a marketing program. The implementation of promotional activities cannot be separated from various influencing factors in determining the best combination of promotion mix variables. According to J. Stantiom, the influencing factors in the implementation of the promotion are (Marius. P Angipora, 1999:375)

a. Available funds.

An effort with sufficient funds can make the advertising program more successful.

b. Market Nature.

Some of the characteristics of the market that affect the promotional mix are as follows:

1. Geographic area.
2. Customer type

The promotion strategy carried out by business actors is also influenced by the type of target to be achieved.

c. Market Concentration.

d. Product Properties.

The nature of this product influences the strategy for business actors.

e. Stages in the Product Life Cycle.

Promotional strategies can be used to attract the attention of followers, even though the promotion strategy is usually carried out in selling products, in terms of attracting the attention of followers the strategy that is suitable is the giveaway strategy. The factor that makes the giveaway promotion successful is in increasing the popularity of the prizes given according to the target market, namely followers. Prizes that are of high value and conditions that are not too complicated, these two things are influential in how large the event reaches many participants (M. Fuad Al Afif, Sri Nuringwahyu, Dadang Krisdianto, 2020: 24-27)

According to the principle Islamic economics, that in a marketing activity must be based on the spirit of worship to Allah SWT. Promoting a product through advertising media, truth and honesty are the basis of Islamic economic values. So that as a producer or business actor, they must have a foundation of honesty, the truth in carrying out a promotion in accordance with the advertisement submitted. Like the promotion carried out by @fatim_kids15 using the conditional prize promotion method, this is done transparently. There are supporting factors that make @fatim_kids15 carry out promotions with conditional prizes, the main goal is to get a lot of profit. However, in a provision determined by the party there is no disclosure in a condition or condition that has been made.

b. Perspective of Sharia Economic Law on Promotion with Giveaway on the fatim_kids15 Instagram account

The Islamic community in general does not really understand well about the sunnah of the Prophet which is a consideration of what is based on hadith for certain reasons. The Sunnah of the Prophet is a comprehensive guide to people's lives. The contents of the Prophet's sunnan reflect the Koran which has been fully explained in Islam. One of the goals of the sunnah of the Prophet is to regulate life between people because they cannot live alone, which are commonly called social beings. On the economic side, Allah blesses and exalts His prophet by giving peace

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by buying, selling and transacting on the basis of rights. Likewise with prohibiting and forbidding monopoly because of greed, bad morals.

Giveaways is an activity in the form of giving free gifts to anyone according to the product that has been promised as a prize. However, participants who take part in the giveaway must comply with the requirements set by the giveaway organizer or the online shop that is holding the giveaway. Currently giveaway is a trend among online shop business people. Many of the people targeted in organizing this giveaway are college students or students who like to make transactions in online shops. With the advancement of internet technology, muamalah activities can be carried out very easily. Various media make it easy for humans to communicate with each other. For communication media now, there are a lot of social media, namely Instagram social media.

Like what happened to the *fatim_kids15* online shop, the owner of the *fatim_kids15* online shop is holding a kind of giveaway. Procurement of the giveaway promised to give a prize from the product it sells, namely skirts or t-shirts. These products are currently in great demand by children. Thus, surely many will want to take part in the giveaway, especially if there are prizes that can be obtained free of charge without any fees.

Giveaways At the *fatim_kids15* online shop, there are certain terms and conditions that must be met by participants if they want to take part in the giveaway. Not necessarily the gift is easy to get. To take part in the giveaway at the *fatim_kids15* online store is free of charge, it's just that there are requirements that must be followed. The terms and conditions that must be followed by giveaway participants are;

- a. Participants who take part in the giveaway must follow or follow the Instagram account from @ *fatim_kids15*.
- b. provide an interesting caption and must mark or tag 10 friends.
- c. For participants who take part in the giveaway, if they don't have products from *fatim_kids15*, they can mark or tag 10 friends in the comments column.
- d. The winner of the giveaway will be randomly drawn.

Because at this time there is a lot of competition between business actors, especially in the field of online business, business actors carry out promotions as attractive as possible to attract customers, including the online shop @*fatim_kids15* which is promoting by utilizing gifts or what is now better known as giveaway. Not only giveaway, but there are several methods of giving prizes, such as; buy one get two, door prizes, sweepstakes, or prizes due to certain seasons. Included with picture puzzle pieces collected from items that have been purchased. If you look at the current trend of giveaway practices, there are conditions limited to guessing or answering a question given by the provider or giving a fanpage like sign, or subscribing. youtube channel account, requires no fees other than capital from the internet itself. So, even if you answer incorrectly or have subscribed but don't get the prize, there is absolutely no loss. So that in this case the giveaway practice does not have an element of gharar, because it is legally permissible (Ammi Nur Baits, 2020: 223)

4. CONCLUSION

From the description above, it can be concluded that giveaway is a form of marketing strategy that is currently in demand and popular among people, especially for people who use social media. Things like this are used by business actors to get an advantage from organizing giveaway practices. There are requirements that make it easy for participants to make it an interesting thing to follow. This condition is inseparable from the existence of factors that support business actors to take advantage of the giveaway momentum, namely as follows: There are opportunities to take advantage of business actors to win the hearts of many social media users so that the participants are competing to follow them. Expand connections by

attracting more and more followers. There are sufficient funds to create an advertising or promotional program by organizing a giveaway. Seeing the market share that supports the holding of promotions by *giveaway*.

Thus, implementing a promotional strategy with a giveaway or conditional prize like this makes it more attractive in itself, especially when competition in the business world is getting tighter. This kind of promotion becomes effective and has many significant effects. From a Sharia Economic Perspective, the practice of promoting with a giveaway on the fatim_kids15 Instagram account is permissible because it is in accordance with the Shari'a. However, there is a condition that there is a shipping fee when collecting prizes is not allowed. This is because these conditions are not contained in the stated requirements, so there is no transparency in the giveaway conditions.

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