



## Transformation of Digital Marketing the Coffee Production in COVID-19 Pandemic : Islamic Economic Paradigm

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### ABSTRACT

**Purpose:** This study aims to determine transformation of development through digital marketing in maintaining coffee production in West Lampung in the midst of the COVID-19 pandemic in the Islamic economic paradigm.

**Design/Method/Approach:** The research uses qualitative methods with an approach post positivism philosophy. Secondary data was obtained from BPS and primary data was obtained from interviews with West Lampung Coffee SMEs. The data collection method uses several stages: Observation, Interview and Documentation. Data Processing and Validity includes: Credibility, Dependability, Transferability and Confirmability.

**Findings:** The digital marketing transformation of coffee production SMEs coffee in West Lampung during the COVID-19 pandemic has brought about significant changes in the way business is done. SMEs coffee companies that are able to implement digital marketing strategies effectively can expand market reach, increase sales, and improve their overall business performance.

**Originality/Value:** This research can provide new insights on how coffee SMEs in West Lampung can use digital marketing to increase coffee production and marketing effectively during the COVID-19 pandemic. In addition, this research can also provide insight into the latest trends and innovations in the use of digital marketing in the coffee industry.

## INTRODUCTION

The pandemic due to the COVID-19 outbreak has attacked all elements of social strata, not only attacking at the national economic level, but has a huge impact on the economic level at the regional level. The impact of the presence of the COVID-19 pandemic was felt by various elements and a party, one of which was affected by COVID-19 was the business sector in the coffee production sector in West Lampung Regency.<sup>1</sup> The pandemic that occurred due to the COVID-19 outbreak had a tremendous impact, resulting in the coffee production industry and the turnover obtained in free fall. Business actors in the business sector of coffee production experienced a tremendous impact so that there was slowdown and business stagnation due to the outbreak of the Covid-19 outbreak. As a result of the attack from the COVID-19 outbreak, it hampered distribution channels and resulted in a decrease in people's purchasing power. It doesn't stop there, the lack of access to capital then the development of technology and the ability of human resources and business networks owned by coffee production business actors have resulted in an economic recession and business fluctuations in the coffee production sector.<sup>2</sup>

One of the largest coffee-producing areas in Lampung Province is West Lampung Regency where this Regency has a climate and soil type and land area that greatly supports quality coffee plants. Coffee commodity is the main source of livelihood for people in West Lampung Regency, both those who live and live in the suburbs and those in remote areas.<sup>3</sup> The potential of coffee owned by West Lampung Regency shows a very significant increase, this directly proves that the commitment of the government to make West Lampung Regency the center of the coffee production business, besides that the West Lampung Regency government is also making efforts to improve the quality of the coffee owned by the Regency of West Lampung. West Lampung has the best quality and quality of coffee so that coffee farmers become more advanced in terms of their economy. In addition, West Lampung Regency is an example as a coffee plantation area with the best quality coffee in Lampung Province and even the

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<sup>1</sup> Sandy Adithia and Mega Puspita Perwira Jaya, "Digital Marketing Strategy for Coffee Drink Products in a Pandemic Period," *Journal of Research on Business and Tourism* 1, no. 1 (2021).

<sup>2</sup> Hafidz Hanafiah and Rendra Prasetya, "Implementation of Om Bewok Coffee Shop Digital Marketing in Branding Banten Original Robusta Coffee," *Business, Entrepreneurship and Finance* 1, no. 1 (2021).

<sup>3</sup> Nasiruddin Wellfarina Hamer, Nur Azmi Rohimajaya, Wellian Hamer, "Improving Entrepreneurial Spirit Through Digital Marketing Utilization in the Production of Ratu Luwak Coffee, Liwa, West Lampung," *Journal of Community Service* 7, no. 2 (2022).

world; this is evidenced by the demand for coffee exports from West Lampung Regency to various countries around the world.<sup>4</sup>

However, when the COVID-19 outbreak strikes in various regions in Indonesia, business actors from coffee production must carefully make decisions in marketing where marketing is carried out as an effort to maintain coffee production businesses in West Lampung Regency. On the other hand, in the current era, everything has turned towards digitalization, even interaction between humans and technology is inevitable. In addition, in fulfilling needs such as buying and selling, then services and payment transactions are available digitally. With this phenomenon, a very precise strategy is needed for the continuation of the coffee production business in the conditions of the COVID-19 outbreak.<sup>5</sup> The presence of the COVID-19 outbreak in various regions including West Lampung Regency has made coffee business producers able to adapt in marketing coffee products, including by means of digital marketing transformation. Digital marketing is a form of activity in the field of promotion and market search by utilizing various social networking facilities through digital. In its implementation,<sup>6</sup> business actors from the coffee production sector are able to adapt where there is a change in consumer behavior which tends to be selective and even refrains from buying products in the Covid-19 era so that they switch to making purchases with online transactions.<sup>7</sup>

In addition, in the current era of digitalization, coffee is not just a drink to warm the body but also to relieve drowsiness, but coffee has shifted to become part of a lifestyle or lifestyle among the people. In addition, the increase in coffee drinking activities is very visible with the increasing number of coffee shops in various regions and regions, from small-scale coffee shops to international-scale coffee shops.<sup>8</sup> The presentation of various variants and types

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<sup>4</sup> Gita Paramita Djausal Tumara Tiarantika, Hartono Hartono, "Entrepreneurial Competence of Lampung Coffee Business Actor (Study on Civet Coffee Business Actors in West Lampung Regency)," *Journal of Creative Industries and Entrepreneurship* 5, no. 1 (2022).

<sup>5</sup> Muhammad Khairil Rahayu Sri Utami, Handeo Ginting, "Analysis of the Impact of Covid-19 on the Development of MSMEs (Case Study: Sikarta Coffee Home Industry) in Sialang Village, Bangun Purba District, Deli Serdang Regency," *Widya Journal* 1, no. 1 (2020).

<sup>6</sup> Hendrianto, Hendrianto. "Strategi Marketing Meningkatkan Nasabah Asuransi Syariah (Studi Kasus Di Asuransi Syariah Ajb Bumiputera1912 Curup)." *Jurnal Al-Qasd Islamic Economic Alternative* 1.2 (2019): 127-143.

<sup>7</sup> Nesti Angraini Santoso Sri Watini, Haznah Latifah, Dudi Rudianto, "Adaptation of Digital Marketing of Coffee MSME Products to Digital Transformation in the Era of the Covid-19 Pandemic," *Digital Business Startuppreneur* 1, no. April 1 (2022).

<sup>8</sup> Ade Yunita Mafruhat Rafly Alimudin Syaban, Thiora Pragustia Akhdani, "Covid-19 and Family Economic Resilience: A Study of the Impact of Malabar Coffee Farmers in Bandung

of coffee provided by the coffee shop is very diverse and varied. In a further view for the people of Lampung, coffee is an identity in a broader perspective, both in terms of history and social and cultural aspects as well as customs.<sup>9</sup>

Digital marketing or better known as Digital Marketing has got its own place in the Islamic economic paradigm. But on the other hand, in the Islamic economic paradigm, Digital Marketing must meet absolute sharia requirements such as marketing carried out in cyberspace that does not contain gharar or gambling. In addition, the manufacture of products and the sale of products are not from elements that are haram and prohibited in Islamic law. On the other hand, in its implementation it does not contain interest or usury.<sup>10</sup> It is clear in the word of Allah SWT in the Qur'an Surah Al-Baqarah [2]: 275 that Islam does not prohibit trading activities but on the other hand Allah SWT strictly forbids usury in trading and involves injustice and even fraud and gain profits legally. Excessive and exorbitant, or even promoting products with haram categories.<sup>11</sup>

In the context of the COVID-19 pandemic, many consumers have turned to online purchases and use social media as a means of interaction with companies. Therefore, digital marketing transformation can be a solution for MSME coffee companies to reach a wider market and increase sales. With digital marketing, MSME coffee companies can expand their market reach and attract consumers to buy their products online<sup>12</sup>. But on the other hand, even though digital marketing offers many benefits for MSME coffee companies, there are some challenges and obstacles in implementing it. Some of them are limited resources and adequate digital skills, lack of support from the government or related institutions, and increasingly fierce competition with other coffee companies that are also turning to the digital market<sup>13</sup>. From the phenomenon that occurs, the coffee production sales strategy through the transformation of

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Regency," *Equilibrium: Scientific Journal of Economics, Management and Accounting* 11, no. 2 (2022).

<sup>9</sup> P Natalie and AP Redaputri, "Analysis of Cafe Wanowan Bandar Lampung Business Strategy Decision Making in the Middle of COVID-19 Pandemic," *International Journal of Research & Review (IJRR)* 8, no. March (2021).

<sup>10</sup> Nasrulloh Nasrulloh, "Implementation of Islamic Business Ethics and Digital Transformation of Madura MSMEs in Supporting the Achievement of Sustainable Development Goals," *JES (Journal of Sharia Economics)* 7, no. 1 (2022).

<sup>11</sup> Sriayu Aritha Pangabeau, "Digital Marketing Perspective of Islamic Economics," *COLONY: Journal of Multidisciplinary Science* 1, no. 2 (2022).

<sup>12</sup> O Joseph, J E Tulung, and S Wangke, "Impact of Social Media Marketing Towards Business Performance of Msmes in Manado During Covid-19," *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi* 8, no. 4 (2020): 596–605.

<sup>13</sup> Rezhania Jelly Kriteria, "Digitalization Of Marketing In Amandanom Dampit Coffe SMEs," *Eduvest: Journal of Universal Studies* 1, no. 7 (2021): 652–659.

digital marketing development becomes the best option for the continuation of the coffee production business in West Lampung Regency considering consumer behavior that tends to be selective and even refrains from buying products in the covid-19 era so they switch to making purchases with transactions by online.

From this description, this study seeks to answer how the transformation of development through digital marketing is an effort to maintain the coffee production business in West Lampung Regency amidst the devastating onslaught of the COVID-19 pandemic and the Islamic economic paradigm regarding digital marketing. This research is very important to do where the use of digital marketing can help increase coffee production and marketing amid the COVID-19 pandemic. Overall, the research into Digital Marketing Development Transformation in Coffee Production in the Midst of the COVID-19 Pandemic is very important to help coffee companies understand the potential and advantages of using digital marketing in overcoming the challenges faced during the COVID-19 pandemic and improving their business performance.

## RESEARCH METHOD

The research was conducted with a qualitative type as an effort to find and explore data sourced from the location and research field. The research approach uses the philosophy of post positivism to examine the condition of natural objects.<sup>14</sup> The data used in the form of secondary data obtained from relevant agencies, namely the Central Statistics Agency (BPS) of West Lampung Regency and primary data from direct interviews with coffee Micro Small and Medium Enterprises (SMEs) in West Lampung Regency. The population used in the study amounted to 70 coffee Micro Small and Medium Enterprises (SMEs) in West Lampung Regency. Sampling using random sampling technique so as to get a total of 41 respondents Micro Small and Medium Enterprises (SMEs) coffee in West Lampung Regency. The method in collecting data uses several stages: Observation and then continued with Interviews and Documentation<sup>15</sup>.

After the data is collected, the data is then managed and analyzed in several ways, including: Data Check: Editing is an activity to see whether the data is consistent or not, because in the editing process it changes the data into a full sentence so that the data can be used in the next process. From the various data that has been collected by the researcher, the researcher will find out

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<sup>14</sup> Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif Dan R&D* (Bandung : Alfabeta, 2020).

<sup>15</sup> Hardani, *Metode Penelitian Kualitatif & Kuantitatif* (CV. Pustaka Ilmu : Yogyakarta, 2020).

whether the data is accurate enough so that it can be accounted for and explained in the presentation of this study<sup>16</sup>. Data Systematics: Systematizing is placing data according to a framework systematics of language based on the order of the problem. Data collected researchers will sort the data according to this research problem and adjust it to the systematics writing existing journal guidelines<sup>17</sup>. The researcher explains how the validity of the data includes credibility, dependability, transferability, and confirmability<sup>18</sup>:

**Credibility** is done by increasing persistence, discussing with colleagues, and doing triangulation. Triangulation is checking data from various sources in various ways, and at various times. Triangulation is done by comparing and checking data and information that has been obtained with different tools and times. Triangulation is divided into three, namely: (1) source triangulation, (2) technical triangulation, and (3) time triangulation. **Dependability** is done by auditing the entire process study. **Transferability** is carried out by presenting research reports in the best possible way so that they can be read and provide clear, complete, systematic, and reliable information regarding the transformation of digital marketing development in coffee production amid the COVID-19 pandemic, the Islamic economic paradigm. **Confirmability**, is done by auditing the research results with the research process so that the data obtained can be traced to the truth. Processing and validity of data include: Credibility with increased persistence and discussion with colleagues and performing triangulation techniques<sup>19</sup>.

## RESULT AND DISCUSSION

### Transformation of Digital Marketing Development in the Coffee Production Sector Amid the Covid-19 Pandemic

**Table. 1** Data on Micro Small and Medium Enterprises (SMEs) for Coffee, West Lampung Regency

No.	SMEs name	Coffee Type
1	17 coffee	Robusta Coffee
2	Suxmaco Coffee	Robusta Coffee

<sup>16</sup> Johan Setiawan Albi Anggito, *Metodologi Penelitian Kualitatif* (CV Jejak (Jejak Publisher) : Sukabumi, 2018).

<sup>17</sup> Nur Hikmatul Auliyah Hardani, *Metode Penelitian Kualitatif Dan Kuantitatif* (Yogyakarta : Pustaka Ilmu Group, 2020).

<sup>18</sup> I Made Laut Mertha Jaya, *Metode Penelitian Kuantitatif Dan Kualitatif* (Anak Hebat Indonesia : Yogyakarta, 2020).

<sup>19</sup> Lexy J. Moleong, *Metodologi Penelitian Kualitatif* (PT Remaja Rosdakarya : Bandung, 2018).

3	Robusta Coffee	Robusta Coffee
4	Dirga Coffee	Robusta Coffee
5	Lambarco Coffee	Robusta Coffee
6	Z Coffee	Robusta Coffee
7	Destimo Coffee	Robusta Coffee
8	Frner Coffee	Robusta Coffee
9	Rope Coffee	Robusta Coffee
10	Pm Coffee	Robusta Coffee
11	Halid Coffee	Robusta Coffee
12	No Brain Coffee	Robusta Coffee
13	Raiza Coffee	Robusta Coffee
14	Fliwa Coffee	Robusta Coffee
15	Semendo Coffee	Robusta Coffee
16	Nangya Coffee	Robusta Coffee
17	Naviya Coffee	Robusta Coffee
18	Lucky Coffee	Robusta Coffee
19	Wahyuni Coffee	Robusta Coffee
20	Coreside Coffee	Robusta Coffee
21	Gs Coffee	Robusta Coffee
22	Tugu Alert Coffee	Robusta Coffee
23	Sholawat Coffee	Robusta Coffee
24	Mount Sekincau Coffee	Robusta Coffee
25	Kpk coffee	Robusta Coffee
26	Tower Coffee	Robusta Coffee
27	Arlina Coffee	Robusta Coffee
28	Onthel's Bicycle Coffee	Robusta Coffee
29	D Pondok Coffee	Robusta Coffee
30	Sunflower Coffee	Robusta Coffee
31	Wins Coffee	Robusta Coffee
32	Hanum Coffee	Robusta Coffee
33	Rigis Coffee	Robusta Coffee
34	Anjung Coffee	Robusta Coffee
35	Quick Coffee	Robusta Coffee
36	Encak Coffee	Robusta Coffee
37	Spirit Coffee	Robusta Coffee
38	Ant Stamp Coffee Powder	Robusta Coffee
39	General Coffee	Robusta Coffee
40	Mount Tangkit Coffee	Robusta Coffee
41	Taruna Coffee	Robusta Coffee

**Source:** Research Data, (2022)



Paddison said digital marketing as a marketing activity or product promotion has been branded using web-based media. Through interviews with several Micro Small and Medium Enterprises (SMEs) in West Lampung (Kopi Gunung Tangkit, Untung Coffee, and Coreside Coffee), on average, Micro Small and Medium Enterprises (SMEs) experienced a decline in sales. This happened as a result of limited activities, as well as a decrease in trust of products, especially coffee.<sup>20</sup> Coffee Micro Small and Medium Enterprises (SMEs) are part of the economic support in West Lampung, but the situation that occurs is that the owner is forced to lay off employees. Other findings on Kopi Mang Encak, Kopi 17, Kopi Rohibat and Kopi Bicycleleh Onthel stated that not all coffee Micro Small and Medium Enterprises (SMEs) experienced a decline in production and closed their businesses, some were stable and their production increased because they were good at adapting to the situation by using the right strategy. Because a good business is a business that is responsive to the environment. There are several steps taken, namely updating the marketing system using Digital Marketing.<sup>21</sup>

The use of the internet, creative thinking and innovation can encourage product marketing to the maximum. Mr. Agus Rianto as the Father of Micro Small and Medium Enterprises (SMEs) in West Lampung explained that if in the Covid-19 condition the business wants to survive and run, then the coffee Micro Small and Medium Enterprises (SMEs) must be able to maximize the benefits of digitalization developments. By developing a coffee business in the midst of the covid-19 outbreak, Mr. Robihat started to register his business on the marketplace starting by filling out a list of questions provided by the marketplace, then after getting approval from the marketplace, Mr. Robihat was registered and he started doing digital marketing using the marketplace application.

Unlike Kopi 17, Mang Encak, Kopi Gunung Tangkit, etc., where they have implemented technology to help sell their coffee. In addition, they are also active in participating in training on the use of digital marketing where in this activity they are given tutorials on creating social media accounts as a marketing tool that has the potential to expand the marketing reach of coffee business products. The media used are Google Business and social media such as Instagram. In its implementation, Coffee Micro Small and Medium Enterprises (SMEs) are given a tutorial on how to create a business google account, then

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<sup>20</sup> Muhammad Iqbal Karima and Dipa Mulia, "Factors Affecting Online Coffee Purchases in the Covid-19 Pandemic Era: Consumer Case Study at Jotey Coffee Shop," Research, Society and Development 10, no. 11 (2021).

<sup>21</sup> Bambang Arianto, "Development of Digital MSMEs During the Covid-19 Pandemic," ATRABIS: Journal of Business Administration 6, no. 2 (2020).



continue with the creation of Instagram social media and how to use the account optimally in promoting coffee production to encourage product sales in a better direction.

So that the Coffee Micro Small and Medium Enterprises (SMEs) in West Lampung (Coffee 17, Mang Encak, Gunung Tangkit Coffee, etc.) they have used digital marketing so that they can still sell their production even in a state of covid-19, the digital media they use is Instagram, shoppe, whatsapp, and facebook, and even Mang Encak already uses the barcode application to make payment transactions easier.<sup>22</sup>

There are several types of digital marketing by Micro Small and Medium Enterprises (SMEs) coffee in West Lampung:

- a. Publish videos and photos of coffee products intensively on social media. Coffee Micro Small and Medium Enterprises (SMEs) make a board with a large size and with a visual appearance so that it will attract consumers and aims to facilitate the search for consumers and as a marker of their product identity.
- b. Utilize FB ads, IG ads, twitter ads, Google display networks etc. that are easily accessible to reach consumers. Gunung Tangkit coffee, 17 coffee, and core side coffee, create creative content, both photos and captions on IG media. Photo content displays the process of making coffee to the process of being ready to sell by implementing a process so that buyer trust increases. Regarding the caption, use the selection of words that look simple but easy to remember and of course interesting and adapted to the existing context. They also pinned a booming hash tag so it's easy to search. In addition, building interactive with customers with the Likes and comments feature so that it becomes real evidence of product assessment.
- c. Doing live product promotion. This strategy must be carried out properly so that Micro Small and Medium Enterprises (SMEs) in West Lampung can run even in the midst of the Covid-19 pandemic. Coffee M Micro Small and Medium Enterprises (SMEs) such as Gunung Tangkit Coffee, Kopi 17, and Correside Coffee use the services of influencers; they reveal that the influencer review feed is a stimulus for the younger generation's purchasing decisions for a product. By local influencer owners so that the costs incurred are cheaper. Kopi Gunung Tangkit said that he was never late in posting videos on Facebook so that more consumers would be interested in buying

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<sup>22</sup> Yuni Tri Lestari Lulud Oktaviani, Suaidah, Ahmad Ari Aldino, Jupriyadi, "Application of Digital Marketing in E-Commerce to Increase Sales of Marning SMEs," Journal of Community Service 2, no. 1 (2022).

Gunung Tangkit's coffee production.

- d. Carry out intensive introduction education on product quality with creative captions and use hash tags (#) to make it easy for potential buyers to find. Based on interviews with Suxmaco coffee, Quick coffee, and Kopi rigis they argue that consumers who have purchased their coffee production are advised to post their products on their consumers' social media with the hash tag (#) to the accounts of coffee Micro Small and Medium Enterprises (SMEs) in order to become a source of power. Attract other consumers, because the more people who promote coffee production, the more consumers who see their posts and even more who buy coffee production in West Lampung.

Based on the results of the analysis and discussion, it can be concluded that before the COVID-19 pandemic, SMEs in coffee production in West Lampung had used several digital technologies for marketing and sales, but their use may not be effective at this time. The COVID-19 pandemic has changed the way business is done, so SMEs in coffee production in West Lampung need to adapt quickly to survive. After the digital marketing transformation, coffee production MSMEs in West Lampung may have implemented several digital marketing strategies such as:

- a. Online Sales SMEs coffee in West Lampung companies have opened online shops or e-commerce platforms such as Tokopedia, Bukalapak, Shopee, or Lazada to make it easier for consumers to buy their products. In this case, SMEs coffee production can send their products directly to consumers' homes.
- b. Promotion on Social Media SMEs coffee Companies have also utilized social media such as Facebook, Instagram, or Twitter to promote their products. In this case, coffee production MSMEs can post photos of their products, advertise promos, or provide the latest information about their business.
- c. Product Quality Improvement SMEs coffee production has been trying to improve the quality of their products to attract consumers. In this case, SMEs coffee production can use technology such as roasting machines or grinding machines to improve the quality and consistency of their products.
- d. Discount and Promo Offers UMKM coffee companies have offered discounts or promos to consumers to attract interest and increase sales. In this case, SMEs coffee production can provide discounts on certain products or provide special prizes for consumers who buy in large quantities.

The digital marketing transformation of coffee production SMEs coffee in West Lampung during the COVID-19 pandemic has brought about significant changes in the way business is done. SMEs coffee companies that are able to implement digital marketing strategies effectively can expand market reach, increase sales, and improve their overall business performance.

### **Islamic Economic Paradigm Against Digital Marketing in the Coffee Production Amid the Covid-19 Pandemic**

Based on sharia principles, marketing activities are based on the spirit of worship by trying the best possible for the prosperity of many audiences. Marketing is the correct form of muamalah with the entire transaction process protected from things prohibited by sharia provisions, both the offer process, changes in value / price, must not conflict with the contract and the principle of muamalah.<sup>23</sup> As long as it can be guaranteed that there are no deviations then marketing is allowed. In the fiqh rules it is stated, "Muslims are bound by business agreements that are made, unless the agreement forbids the halal one". M. Syakir Sula and Hermawan Kertajaya.<sup>24</sup>

- a. Divinity: which means that the owner can take advantage of SDA Article, before the creation of Micro Small and Medium Enterprises (SMEs), the community only managed coffee perfunctory so that it was cheaply appreciated by entrepreneurs. Utilization of natural resources from the owner is useful materially, as well as non-materially which was previously not optimal. From the results of interviews conducted with coffee Micro Small and Medium Enterprises (SMEs) in West Lampung Regency, it was found that business owners invited employees to carry out worship, namely praying when the clock showed prayer time. The prayer is carried out at mosques that are available in the coffee Micro Small and Medium Enterprises (SMEs) and mosques in nearby locations.<sup>25</sup>
- b. Ethical: marketing must prioritize morals, values, and culture. This is reflected in the Values and Culture of Coffee Micro Small and Medium Enterprises (SMEs) and the principle of the meaning of coffee itself is

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<sup>23</sup> Mohammad Faruk Hossain, Che Thalbi bt Md. Ismail, and Nazli Mahdzir, "Exploring E-Commerce and Corporate Social Responsibility from the Sharia Point of View," *Pakistan Journal of Humanities and Social Sciences* 9, no. 1 (2021).

<sup>24</sup> Maheasy Mulia Muhammad, "Sharia Digital Market in Modern Business Transactions," *El-Iqtishady: Journal of Sharia Economic Law* 4, no. 1 (2022).

<sup>25</sup> Syafwendi Syafril and M. Fuad Hadziq, "Islamic Principles in Marketing: An Overview of Islamic Marketing Mix in Social-Media Campaign," *El-Qish: Journal of Islamic Economics* 1, no. 1 (2021).

characterized by professional, strong, synergy, integrity, honest, responsible, responsible, innovative, friendly and safe characteristics.

- c. Realistic In terms of dress and appearance, Micro Small and Medium Enterprises (SMEs) Coffee must look realistic in the sense of being neat, polite, and simple. The results of interviews with Coffe Rohibat, Coffe 17 show that the products sold are guaranteed to be halal and free from haram elements. Although some people leave merchandise with the assumption that what is given is a typical regional drink, if the product contains elements that are haram and prohibited by Islamic law, business actors from Coffee Micro Small and Medium Enterprises (SMEs) in West Lampung Regency did not accept the product.<sup>26</sup>
- d. Humanism is reflected in the values and culture of Micro Small and Medium Enterprises (SMEs) so as to create a humanistic, safe, orderly environment. According to the results of interviews with Lambarco Coffee, PM coffee, and 20 Micro Small and Medium Enterprises (SMEs) coffee in West Lampung that if you want to help humans, there are four important components, namely material, then energy, thoughts and prayers. The implementation is that in its implementation, before opening and closing coffee production shops, prayer is carried out together. Then pray for each other as entrepreneurs Coffee Micro Small and Medium Enterprises (SMEs) in West Lampung and of course helping each other to industries that really need support to advance their business. The results of interviews conducted by researchers that Micro Small and Medium Enterprises (SMEs) Coffee in West Lampung often carry out social activities because of the experience from their lives that they have experienced life with very difficult cycles.<sup>27</sup> In the implementation of social activities, it is manifested in the form of positive activities such as fundraising then paying zakat and many more. And if we help others, other people will be helped and of course that help will always be remembered. Business people Coffee Micro Small and Medium Enterprises (SMEs) in West Lampung really hope that their work will be able to help others and other entrepreneurs who need help in building their businesses. From the results of interviews conducted, business actors from Micro Small and Medium Enterprises (SMEs) cooperate with coffee farmers in the hope that when the harvest season arrives, there will always be someone who orders their coffee crops at appropriate prices and is able to

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<sup>26</sup> Nurzahidah bt Hj Jaapar et al., "The Shariah Principles of Online Advertising During the Pandemic of COVID-19," *Journal of Contemporary Islamic Studies* 8, no. 1 (2022).

<sup>27</sup> M Dana Prihadi, Ratih Hurriyati, and Puspo Dewi Dirgantari, "The Viewpoint of the Sharia System on Digital Marketing during the Covid 19 Pandemic," *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)* 5 (2020).

prosper the coffee farmers.<sup>28</sup> In addition, in boosting the coffee market, Coffee Micro Small and Medium Enterprises (SMEs) of West Lampung Regency held various events to attract consumers such as: homeband online game tournaments, cooking classes and traditional market photo competitions. It is hoped that coffee Micro Small and Medium Enterprises (SMEs) in West Lampung can become a place and container for creative means and be able to motivate them to do other positive things.<sup>29</sup>

When marketing coffee, marketing efforts are not only for personal gain, but are accompanied by encouraging the prosperity of coffee farmers. On the other hand, the Islamic marketing mix review is as follows:<sup>30</sup>

- a. Product The honesty of the product is the main point in Prophet Muhammad's commerce. The seller must accurately describe the pros and cons of a product, thereby increasing buyer confidence. Products and even marketing of Coffee Micro Small and Medium Enterprises (SMEs) are no different from Islamic law. Micro Small and Medium Enterprises (SMEs) Coffee selects the quality of coffee, and according to a grade system so that the negotiation process is rarely carried out, buyers come and can judge for themselves the quality of the product to be purchased.
- b. Price, good and healthy competition is determined by price. Prophet Muhammad SAW emphasized on the mechanism of price determination. In determining the price of coffee, it is not far from the market price with a sorting system of various coffee quality classes which is the guide for determining the price. Kopi Mang Encak appreciates farmers by buying higher coffee prices.
- c. Promotion, Prophet Muhammad SAW emphasized not to make false oaths. In promotional activities, Coffee Micro Small and Medium Enterprises (SMEs) do not offer many other things to potential buyers but rather emphasize evidence of the quality and taste of coffee at events/exhibitions. This activity introduced West Lampung coffee as a resource that must be continuously developed. Likewise, education is not shown to coffee lovers, but to anyone who explores more knowledge about the potential of coffee and about the world of the coffee business.

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<sup>28</sup> Tate Agape Bawana Safarinda Imani, Denizar Abdurrahman Mi'raj and Abdul Rehman Malik, "E-Commerce Platform As a Halal Life Style Ecosystem Innovation of the Maqashid Shariah Approach," *Journal of Digital Business and Inovation Management (JDBIM)* 1, no. 2 (2022).

<sup>29</sup> Wahyu Eko Pujianto and Laily Muzdalifah, "Digital Marketing in Islamic Perspective: A Literature Review," *al-Uqud: Journal of Islamic Economics* 6, no. 2 (2022).

<sup>30</sup> Rahman El Junusi, "Digital Marketing During the Pandemic Period; A Study of Islamic Perspective," *Journal of Digital Marketing and Halal Industry* 2, no. 1 (2020).

- d. Place is defined as a distribution place that does not harm producers, distributors, agents, retailers and consumers. In this case, the Coffee Micro Small and Medium Enterprises (SMEs) play an important role from upstream to downstream. In the upstream, Micro Small and Medium Enterprises (SMEs) Coffee is a one-stop shop that buys coffee from farmers at reasonable prices and provides supporting facilities that facilitate and improve coffee production because previously it was at a relatively low price. While downstream, Coffee Micro Small and Medium Enterprises (SMEs) distribute it to all parties such as coffee shops, producers who are rebranding products, resellers, and end consumers. Islam allows its people to trade or trade. Even the Prophet Muhammad was a much respected merchant merchant of his time. The Prophet taught his people to always uphold Islamic ethics when conducting business. In economic activities, Muslims are prohibited from doing things that are not good or false. This shows that Allah SWT teaches the importance of the value of honesty so as not to lose. Therefore, Muslims, especially entrepreneurs/businessmen/traders, should imitate their behavior when doing business

The Islamic economic paradigm has principles that can guide digital marketing transformation in coffee production during the COVID-19 period. One of the main principles in Islamic economics is fair and just. In the context of digital marketing transformation in coffee production, this principle can be applied by ensuring that all parties involved in the coffee production and distribution chain receive fair and balanced benefits<sup>31</sup>. In addition, another principle in Islamic economics is the freedom to use and creativity. This is very relevant in the context of digital marketing transformation in coffee production during the COVID-19 period, because SMEs in coffee production must be able to change and create new ideas to deal with changes that occur in the midst of a pandemic. In Islamic economics there are also principles regarding the fulfillment of basic human needs, which means that economic activities must prioritize the fulfillment of basic human needs such as food, clothing and housing. In the context of coffee production, this can be interpreted as ensuring that coffee production meets food safety standards and pays attention to consumer health<sup>32</sup>.

Another principle in Islamic economics is sustainable or sustainable, namely how to manage resources and the environment in a sustainable manner.

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<sup>31</sup> Suharto Suci Hartini, Muhammad Iqbal Fasa, "Digital Marketing Dalam Perspektif Ekonomi Islam," *Jurnal Ekonomika dan Bisnis Islam* 5, no. 1 (2022): 197–206.

<sup>32</sup> Hanif Fahmi Muhammad Irfan, Suharto, "Pengaruh Modal Usaha Dan Product Innovation Terhadap Eksistensi UMKM Dengan Digital Marketing Sebagai Variabel Moderating Dalam Perspektif Ekonomi Islam," *Jurnal Ilmiah Ekonomi Islam* 9, no. 1 (2023).



In the context of coffee production, this can be applied by paying attention to the sustainable use of natural resources and the environment, such as the use of environmentally friendly technologies that support sustainable sustainability. In addition, the Islamic economy also emphasizes the importance of cooperation and mutual assistance. This can be interpreted in the context of digital marketing transformation in coffee production during the COVID-19 period by collaborating and helping each other in introducing and marketing coffee products digitally. Overall, the Islamic economic paradigm can serve as a guide in transforming digital marketing in coffee production during the COVID-19 period by taking into account the principles of fairness and justice, freedom of innovation and creativity, fulfillment of basic human needs, and cooperation and mutual assistance<sup>33</sup>.

## CONCLUSION

The research results show digital marketing transformation of coffee production SMEs coffee in West Lampung during the COVID-19 pandemic has brought about significant changes in the way business is done. SMEs coffee companies that are able to implement digital marketing strategies effectively can expand market reach, increase sales, and improve their overall business performance. The Islamic economic paradigm has principles that can guide digital marketing transformation in coffee production during the COVID-19 period. One of the main principles in Islamic economics is fair and just. In the context of digital marketing transformation in coffee production, this principle can be applied by ensuring that all parties involved in the coffee production and distribution chain receive fair and balanced benefits . In addition, another principle in Islamic economics is the freedom to use and creativity. This is very relevant in the context of digital marketing transformation in coffee production during the COVID-19 period, because SMEs in coffee production must be able to change and create new ideas to deal with changes that occur in the midst of a pandemic.

Theoretically and practically, the findings of this study are expected to provide information on how digital technology can be used effectively in the development of the SMEs coffee production business in West Lampung during the COVID-19 period. The information obtained from this research can be useful for local governments and coffee producers in West Lampung in developing more effective and efficient marketing strategies. In addition, the

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<sup>33</sup> Khalid Mohummed Alomari, "Impact of Halal Digital Marketing on Consumer Behavior: Jordan ' s Perspective Impact of Halal Digital Marketing on Consumer Behavior : Jordan ' s Perspective," *International Journal of Economics and Business Administration* 8, no. 1 (2020).



public can also use this information to choose West Lampung coffee products that are of higher quality and more attractive for consumption.

This research only focuses on 1 framework, namely digital marketing and it is recommended for future researchers to add another framework in seeing an increase in the production of coffee SMEs in West Lampung such as halal certificates. This research only focuses on one city in Lampung Province and it is suggested that further researchers can research and study the development of coffee production in other cities in provinces in Indonesia and discuss the development of coffee production after the COVID-19 endemic in Indonesia ends. ■

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