

OPTIMIZATION OF DIGITAL MARKETING FOR BAZAF SUPERMARKET TO EMPOWER PRODUCTIVE WAQF

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Abstract.

The shift from conventional to digital marketing presents significant opportunities for small business development, including productive waqf-based enterprises. However, limited digital literacy remains a major barrier for effective implementation. This community service program aimed to strengthen the digital marketing capacity of productive waqf business units under the Bina Peradaban Islam Indonesia Foundation, with a particular focus on Bazaf Supermarket. The program employed a descriptive qualitative approach through four stages: problem identification, socialization, training, and mentoring. Data were collected using observations, interviews, documentation, and pre- and post-tests to assess changes in participants' understanding and skills. The results indicate a notable improvement in participants' digital marketing knowledge and practical abilities, particularly in utilizing WhatsApp Business for product promotion and customer engagement. Following the intervention, Bazaf Supermarket successfully implemented digital marketing strategies, which contributed to increased customer inquiries and sales performance. These findings demonstrate that structured digital marketing training and mentoring can effectively enhance the operational capacity of productive waqf business units. This program provides practical implications for community-based economic empowerment initiatives, highlighting digital marketing as a strategic tool to strengthen the sustainability and social impact of productive waqf enterprises.

Keywords: *digital marketing, productive waqf, community empowerment*

I. INTRODUCTION

Recent studies have emphasized that digital marketing is no longer merely a promotional tool, but a strategic instrument for strengthening the sustainability and competitiveness of micro and small enterprises, including Islamic-based businesses and social enterprises. In the context of Islamic economics, digital marketing has been shown to play a critical role in expanding market access, improving operational efficiency, and enhancing social impact, particularly for halal MSMEs and waqf-based business units (Harahap et al., 2021).

Based on the concept of productive waqf, waqf assets need to be managed in the form of business units or enterprises after undergoing a business feasibility study. This ensures that they generate benefits, both for the waqf institution as the *nazhir* (manager), and for the *mauquf alaihi* (beneficiaries) who receive the results of the waqf asset management. Without modern management and business-based operations, waqf assets are difficult to sustain, let alone develop. Therefore, productive waqf serves as a source of funding from the community for the benefit of society (Medias, 2010). The management of productive waqf funds also opens up investment opportunities in various sectors, such as religion, education, and social services (Asytuti, 2012).

As a form of productive waqf implementation, the Bina Peradaban Islam Indonesia Foundation has established three business units: BAZAF Supermarket, Emteyaz Catering, and Mooist Donuts and Milk. These three enterprises not only support the foundation's operations but also have a social mission to empower human resources in the surrounding community, including creating job opportunities and reducing poverty. This aligns with the sociopreneur concept, where the aim of a business is not solely to gain economic profit but also to create social impact (Ninda et al., 2023).

One of these business units, BAZAF Supermarket, faces challenges in implementing digital marketing, primarily due to a lack of understanding regarding

digital marketing strategies. In fact, digital marketing plays a crucial role in the development of BAZAF Supermarket (Ninda et al., 2023). Prior research on halal MSMEs demonstrates that the adoption of digital platforms such as social media, e-commerce marketplaces, and messaging applications can significantly increase sales performance and brand visibility. For instance (Binti Nur Asiyah et al., 2023) found that the integration of digital marketing across multiple platforms enabled halal food MSMEs to reach wider consumer segments and sustain business growth. Similarly, (Gumilang et al., 2019) highlights that digital marketing adoption among home industries directly contributes to increased sales volume and customer engagement. However, these studies also note persistent challenges, including limited digital literacy, inadequate infrastructure, and resistance to technological change, especially among small-scale enterprises.

The lack of digital marketing implementation and the limited understanding of its benefits and application in these three business units have become obstacles in increasing sales turnover. Therefore, efforts are needed to provide outreach and training on digital marketing to address these issues (Hidayatulloh et al., 2024).

To overcome these challenges and improve the sales, marketing, and financial management of the productive waqf business units under the Bina Peradaban Islam Indonesia Foundation, the Community Service Team from Muhammadiyah University of Sidoarjo has taken the initiative to carry out a community service program. This program includes digital marketing training and mentoring to expand the market reach of productive waqf business unit products through online systems. Additionally, the training aims to enhance discipline in the management and recording of business finances, with the hope of significantly increasing sales (Suri Purnami et al., 2022). Special focus will be given to BAZAF Supermarket, which will be discussed in more depth regarding digital marketing.

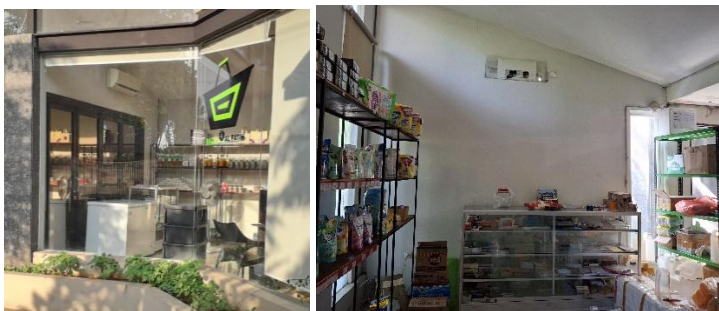


Figure 1. Location of BAZAF Supermarket, Productive Waqf Business Unit of Bina Peradaban Islam Indonesia Foundation

One of the main focuses of this activity is BAZAF Supermarket, which will receive more attention in the application of digital marketing. This supermarket currently has only one employee and still faces limitations in utilizing digital marketing. Therefore, the service team is conducting outreach, training, and mentoring for the employee and the surrounding community to enhance their understanding and skills in using digital marketing to market products more effectively (Hidayatulloh et al. 2024).

In line with the existing challenges, this program aims to provide training, mentoring, and the implementation of digital marketing strategies as part of the community service initiative. Through this approach, it is expected to assist the productive waqf business units in developing their marketing efforts and improving their operational effectiveness (Harahap et al., 2021).

In the domain of waqf management, scholars argue that productive waqf must be managed using professional and business-oriented approaches to ensure sustainability and long-term social benefits (Medias, 2010; Asytuti, 2012). Productive waqf institutions are increasingly expected to adopt modern management practices, including digitalization, to optimize asset utilization and strengthen financial independence. Nevertheless, empirical studies focusing specifically on digital marketing implementation within productive waqf business units remain limited, particularly at the operational level of small waqf-based

enterprises. The concept of sociopreneurship provides an important analytical lens for understanding productive waqf-based businesses. Sociopreneurial enterprises pursue economic viability while simultaneously addressing social objectives, such as community empowerment and poverty reduction (Ninda et al., 2023). In this context, digital marketing is not only a commercial strategy but also a mechanism for amplifying social value by expanding outreach, increasing revenue for social programs, and strengthening community participation. Despite this potential, many sociopreneurial waqf units still rely on conventional marketing methods, limiting their competitiveness in an increasingly digital economy.

The Bina Peradaban Islam Indonesia Foundation represents a practical example of productive waqf implementation through its business units, including BAZAF Supermarket, Emteyaz Catering, and Mooist Donuts and Milk. These enterprises function both as income-generating units and as instruments for local economic empowerment. However, preliminary observations indicate that BAZAF Supermarket faces significant constraints in utilizing digital marketing, largely due to limited human resources, low digital literacy, and the absence of structured digital marketing strategies. This condition reflects a broader gap identified in previous studies, where digital transformation initiatives often fail to reach small-scale, waqf-based enterprises at the grassroots level.

Existing community service and training programs have shown that targeted digital marketing assistance can improve MSME competitiveness (Hidayatulloh et al., 2024; Suri Purnami et al., 2022). However, most initiatives focus on conventional MSMEs, with less attention given to productive waqf units that operate within a sociopreneurial framework. Therefore, there is a need for applied community service programs that not only transfer technical skills but also contextualize digital marketing within the unique objectives of productive waqf management. Based on this gap, the present community service activity aims to strengthen the digital marketing capacity of productive waqf business units under the Bina Peradaban Islam Indonesia Foundation, with a specific focus on BAZAF

Supermarket. By combining training, mentoring, and practical implementation, this program seeks to demonstrate how digital marketing can function as a strategic tool to enhance both economic performance and social impact within productive waqf enterprises.

II. METHOD

The implementation method of this community service activity was carried out systematically, starting from the problem identification stage to the monitoring and evaluation stage. The method used in this activity was a descriptive qualitative method, aimed at describing the process and outcomes of the training based on data obtained through observation, interviews, and activity documentation. The stages of the service process are presented in Figure 2.



Figure 2. Stages of Community Service Implementation

The activity began with a one-week phase of surveys and interviews involving managers of the productive waqf business units at the Bina Peradaban Islam Indonesia Foundation. This aimed to identify key challenges, such as low sales turnover and limited use of digital marketing.

This was followed by a socialization session conducted over two days, during which participants completed pre-tests and post-tests to measure their initial and improved understanding of business management and digital marketing concepts.

The training and mentoring phase took place over two weeks, consisting of multiple sessions tailored to specific needs. The first week focused on business management, while the second week emphasized digital marketing strategies. Mentoring was standardized across participants, with each receiving a minimum of

two follow-up sessions one conducted onsite and another via online meeting to ensure equal support and monitor implementation progress.

Subsequent monitoring and evaluation were carried out during the final week of the program to assess the impact of the interventions on sales turnover, operational efficiency, and marketing effectiveness. At the end of the activity, results were documented in a report and submitted as a scientific article. To ensure the sustainability of this initiative, follow-up programs including advanced training and long-term mentoring are planned. This structured approach is expected to provide lasting benefits to the productive waqf business unit managers and the surrounding community (Ninda et al., 2023).

III. RESEARCH FINDINGS

The socialization process was carried out on September 1, 2024, at each location of the productive waqf business units under the Bina Peradaban Islam Indonesia Foundation. Subsequently, digital marketing training was held on September 7, 2024, at Café Ekopilogi, Jalan Kavling DPR III Sidoarjo, with participants from all productive waqf business units, particularly from Bazaf Supermarket. The materials presented during the socialization covered the concept of digital marketing, its benefits, and the various media that can be utilized for digital marketing purposes. One of the participants from Bazaf Supermarket stated that prior to the training, they had never used social media for business promotion. However, after attending the session, they successfully created a business WhatsApp Business, and began promoting their business through these applications. This activity was facilitated by four students from the Sharia Banking Program at Muhammadiyah University of Sidoarjo, along with three lecturers from the same university (Hidayatulloh et al., 2024). The socialization and training processes are presented in Figure 3 and Figure 4.



Figure 3. Digital Marketing Socialization

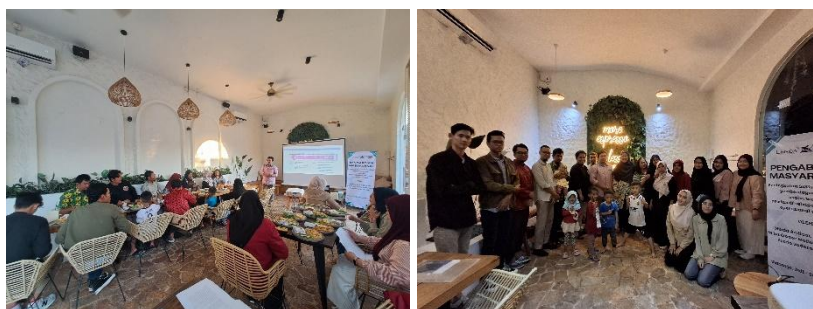


Figure 4. Digital Marketing Training

The results of this community service activity showed a significant positive impact on the managers of the productive waqf business units at the Bina Peradaban Islam Indonesia Foundation (Ninda et al., 2023).

This program provided substantial benefits, particularly for Bazaf Supermarket, which previously had only one employee with limited knowledge of digital marketing. Before the community service program, the employee was not familiar with digital marketing concepts. However, after receiving the training, they gained a better understanding and were able to implement these strategies in the daily business operations. This community service initiative also contributed to improving the employees' skills in utilizing digital marketing (Gumilang, 2019).

The mentoring process at Bazaf Supermarket ran smoothly, with the service team assisting in organizing products, recording business needs, and guiding the employee in promoting products and managing the product catalog via WhatsApp Business.

With the community's increased understanding of digital marketing, it is expected that the product marketing reach will expand. The use of the internet enables products to be marketed to more distant areas, even to international markets. Therefore, digital marketing can indirectly contribute to increasing sales and business profits (Hidayatulloh et al., 2024).

IV. DISCUSSION

The implementation of the training and mentoring program revealed that the limited understanding of digital marketing among the productive waqf business units was not merely due to a lack of information, but also related to structural challenges such as limited digital infrastructure, low confidence in using technology, and the absence of a consistent marketing culture. These findings highlight the importance of designing long-term capacity-building programs that not only focus on technical training but also include behavioral change and organizational adaptation. Although the four-month implementation period produced positive initial outcomes, it was only a first step toward achieving a more comprehensive digital transformation within these business units.

The rapid development of technology, the digital world, and the internet has brought significant changes to marketing strategies, which were previously conventional (offline) and have now shifted toward digital (online) marketing. Digital marketing offers broad prospects for businesses by enabling potential customers to access product information and conduct transactions online (Yacub & Mustajab, 2020).

Several benefits of implementing digital marketing include its ability to connect businesses with consumers through the internet, increase sales figures, reduce marketing costs, and provide more responsive services in real time. The case of Halal MSME (Bakpia, 2023) demonstrates that the digitalization of buying and selling platforms can directly boost sales turnover significantly, reinforcing the finding that digital marketing has a tangible economic impact on small businesses (Binti Nur Asiyah et al., 2023).

To assess the impact of the program, several key digital engagement metrics were monitored before and after the intervention. These included the number of customer inquiries via WhatsApp, and monthly product sales. The results showed a significant increase across all indicators, demonstrating the effectiveness of digital marketing when implemented strategically. The data are summarized in the table below:

Indicator	Before Training	After Training	Change (%)
WhatsApp Customer Inquiries (monthly)	17	31	+ 82.35%
Average Monthly Product Sales (units)	56	86	+ 53.57%

Table 1. Table. Comparison Before and After Training

Additionally, digital marketing can reach consumers who use mobile devices, maintain business competitiveness, assist small businesses in competing with larger companies, and prepare businesses to face the era of the Internet of Things (Harahap et al., 2021).

However, the implementation of digital marketing also faces challenges such as limited digital infrastructure and low digital literacy among business owners and consumers, which can hinder optimal utilization. To overcome these challenges in existing or developing businesses, solutions provided included education on the use of digital marketing applications such as TikTok, Instagram, and Facebook, along with guidance on how to utilize them effectively. Meanwhile, to improve marketing effectiveness and branding, training was also provided in designing product logos, creating more attractive packaging designs, and producing pamphlets or banners to capture consumer attention (Hamidah et al., 2024).

Socially, this program also contributed to community empowerment by opening new economic opportunities through their involvement in the productive waqf business units. Waqf has great potential to encourage economic empowerment

in society, particularly through cash waqf or productive waqf, which offer flexibility in their utilization (Ninda et al., 2023).

In the context of productive waqf management, the use of productive waqf funds opens up investment opportunities across various sectors, including religious, educational, and social services. Furthermore, cash waqf also serves as a strategic investment instrument to address poverty and improve the economic, educational, healthcare, and research sector (Asytuti, 2012).

V. CONCLUSION

This community service program has had a measurable positive impact on the productive waqf business unit under the Bina Peradaban Islam Indonesia Foundation, particularly Bazaf Supermarket. Prior to the training, Bazaf's sole employee had no experience in digital marketing and relied solely on conventional promotional methods and an underutilized WhatsApp Business account. After the training, the employee was able to actively manage the WhatsApp Business account, and the number of products promoted through digital platforms increased. These changes indicate that the training directly enhanced promotional effectiveness and broadened Bazaf's market reach.

However, several limitations should be noted. The training was attended by only one participant, which limited the internal dissemination of knowledge. The program duration was relatively short, restricting long-term follow-up and continuous practice. Infrastructural constraints, such as limited access to digital tools and stable internet, also affected the depth of implementation. Moreover, as the evaluation focused on short-term outcomes, the long-term sustainability and broader impact of the training have yet to be assessed. Despite these limitations, the program successfully improved digital marketing skills, empowered the local community, and demonstrated the potential of digitalizing productive waqf units to enhance both economic performance and social contribution.

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