

Digital Marketing Management in improving Business Performance: Study on Bank Jateng Syariah

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ABSTRACT

This study aims to analyze the use of Instagram as a marketing tool in promoting Bank Jateng Syariah funding and financing products, as well as marketing strategies and their influence on improving the Bank's business performance. The research method used is qualitative with a descriptive approach. Data is collected through literature study and analysis of social media analytics from Instagram posts. The results showed that Bank Jateng Syariah successfully used Social Media as a marketing tool by presenting interesting and informative visual content regarding the distribution of funds and financing programs. The marketing strategy involves active interaction with the audience, and utilization of social media features. Promotion of Bank Jateng Mobile Banking application also has a positive impact on increasing awareness, downloads, and use of digital banking services.

Keywords: Social Media, Digital Marketing, Bank Jateng Syariah

INTRODUCTION

Management plays a crucial role in every organization, including the banking sector. In this context, management is not only concerned with internal aspects of the company, but also includes external strategies to maintain competitiveness and business sustainability. Efficiency in management not only includes the management of resources, but also the right marketing strategy so that the company can maintain and improve its position in the market.

Along with the development of technology, the banking sector has undergone a significant transformation. Digitalization has become the key in improving service quality, operational efficiency, and gaining competitive advantage. Digital competence in the banking world can increase work productivity and banking work effectiveness. (Puspitadewi 2019). Digitalization also requires banks to carry out effectiveness which has an impact on performance efficiency by reducing costs while at the same time improving the quality of banking services. (Kholifatul and Rahmat 2022)

The shift in the function of social media, which is used for communication, has now turned into marketing media in the form of promotion and branding of a business. This model is considered effective as product promotion and branding. (Khairunnisa 2022) Digital marketing is a new paradigm in the business world, bringing significant changes in the way companies communicate and interact with customers including the sharia banking industry. Digital marketing includes the use of social media, mobile applications, and other latest technologies to create more dynamic interactions with consumers.

Bank Jateng Syariah is one of the main players in the Islamic banking industry in Indonesia. Known for its commitment to sharia principles, Bank Jateng Syariah has expanded its reach and succeeded in creating a positive image in the eyes of the public. As one of the leaders in this sector, Bank Jateng Syariah continues to strive to improve service quality and business sustainability through various innovations, including the implementation of digital marketing strategies. One of the marketing media is Instagram. According to the We Are Social report, in October 2023 there will be around 104.8 million Instagram users in Indonesia. This number makes Indonesia the country with the fourth most Instagram users in the world.

Management in a business or industry, especially Islamic banking, is important. The concept of marketing management in Islamic banking plays a vital role. This is supported by the results of research which states that management and processes enable individuals to achieve a goal. The purpose of this marketing is to offer products and attract customers. (Djogo 2022). Therefore, management is needed to increase business effectiveness and cost efficiency. This marketing management is needed by a company to determine products and sales to avoid failure. (Wulandari and Anwar US 2021)

In this context, Bank Jateng Syariah is an interesting research object. As part of the banking industry that provides a concrete picture of how Islamic banks at the regional level adopt digital marketing strategies to improve their business performance by managing digital marketing. An in-depth understanding of the steps and challenges faced by Bank Jateng Syariah can provide valuable insights for further development in the field of digital marketing management, especially in the context of Islamic banking. Therefore, this study aims to explore and analyze the digital marketing management practices implemented by Bank Jateng Syariah and their impact on improving its business performance.

METHODS

The research method used in this research is a qualitative method with a descriptive approach. The descriptive approach aims to describe phenomena or events in detail and thoroughly without any manipulation of variables. In the context of this research, qualitative methods are used to gain an in-depth understanding of the digital marketing management practices applied by Bank Jateng Syariah in utilizing social media and mobile banking applications to improve its business performance.

The data collection techniques used in this research include literature study and social media analytics. Literature study was conducted by collecting and analyzing various literatures, journals, and other sources of information relevant to the research topic, such as theories on digital marketing management, marketing strategies in the banking industry, and the role of Instagram in digital marketing. Through the literature study, researchers can gain a deep understanding of the conceptual framework and theoretical context relevant to the research.

In addition to literature studies, this research also uses social media analytics as a data collection technique. Social media analytics involves the collection, analysis, and interpretation of data derived from social media platforms, to understand consumer behavior and preferences as well as the impact of digital marketing campaigns conducted by Bank Jateng Syariah.

The use of a combination of literature study and social media analytics in this data collection technique allows researchers to gain a holistic understanding of the digital marketing management practices carried out by Bank Jateng Syariah. Literature studies provide a strong theoretical foundation, while social media analytics provide direct insights from data generated by ongoing digital marketing practices. Thus, the combination of these two techniques is expected to provide a comprehensive and in-depth understanding of the researcher's topic.

RESULT AND DISCUSSION

RESULTS

Digital marketing is a means to market products in the digitalization era. The digital age requires the industry to keep up with the times, including the Islamic banking industry. In order to increase bank operating results, bank jateng syariah not only maintains the quality of the *loan factory* as a source of contributing business income, but bank jeteng syariah builds a digital marketing management strategy to increase customer trust while keeping up with the times of digitalization. The use of social media as a marketing tool is assumed to be quite effective in increasing business results. In addition, social media can be used as an educational tool to mitigate the risks arising from digital transformation.

On the other hand, with the digital transformation with the application of digital marketing, the financial performance of bank jateng syariah generally experienced growth. The results of financial performance in 2023 have increased compared to 2022. This is influenced by digital transformation in the form of digital marketing. The following is an attachment to the *year to year* financial performance report for 2022 -2023: (bank jateng 2023)

LAPORAN LABA RUGI DAN PENGHASILAN KOMPREHENSIF LAIN Periode 1 Januari s.d. 31 Desember 2023 dan 2022 (Dalam Jutaan Rupiah)			
NO	POS-POS	2023	2022
PENDAPATAN DAN BEBAN OPERASIONAL			
A.	Pendapatan dan Beban Operasional dari Penyaluran Dana		
1.	Pendapatan dari Penyaluran Dana	375.993	312.912
a.	Pendapatan dari piutang	238.350	199.345
b.	Pendapatan dari bagi hasil	59.983	53.933
c.	Pendapatan sewa	-	-
d.	Lainnya	77.660	59.634
2.	Bagi hasil untuk pemilik dana investasi -/-	(102.260)	(82.183)
a.	Non Profit sharing	(102.260)	(82.183)
b.	Profit Sharing	-	-
3.	Pendapatan setelah distribusi bagi hasil	273.733	230.729
B.	Pendapatan dan Beban Operasional selain dari Penyaluran Dana		
1.	Keuntungan / kerugian penjabaran transaksi valuta asing	-	-
2.	Pendapatan bank selaku mudharib dalam mudharabah muqayyadah	-	-
3.	Kontol / provisi / fee dan administrasi	4.095	5.488
4.	Pendapatan lainnya	2.061	507
5.	Beban bonus wadiah -/-	(6.878)	(7.407)
6.	Beban (pemulihan) kerugian penurunan nilai aset keuangan (impairment) -/-	(16.622)	(53.867)
7.	Kerugian terkait risiko operasional -/-	-	(48)
8.	Beban (pemulihan) kerugian penurunan nilai aset lainnya (non keuangan) -/-	-	-
9.	Beban tenaga kerja -/-	(87.771)	(68.624)
10.	Beban lainnya -/-	(75.211)	(62.200)
	Pendapatan / Beban Operasional Lainnya bersih	(188.326)	(186.171)
	LABA / RUGI OPERASIONAL	93.407	44.558
PENDAPATAN DAN BEBAN NON OPERASIONAL			
1.	Keuntungan / kerugian penjualan aset tetap dan inventaris	10	1
2.	Pendapatan / beban non operasional lainnya	(4.711)	(3.644)
	LABA / RUGI NON OPERASIONAL	(4.701)	(3.643)
	LABA / RUGI TAHUN BERJALAN SEBELUM PAJAK	88.706	40.915
	Pajak Penghasilan -/-	-	-
	LABA / RUGI BERSIH TAHUN BERJALAN	88.706	40.915
PENGHASILAN KOMPREHENSIF LAIN			
1.	Pos-pos yang tidak akan direklasifikasi ke laba rugi	-	-
2.	Pos-pos yang akan direklasifikasi ke laba rugi	-	-
	PENGHASILAN KOMPREHENSIF LAIN TAHUN BERJALAN SETELAH PAJAK	-	-
	TOTAL LABA/RUGI KOMPREHENSIF TAHUN BERJALAN	88.706	40.915

Source : Bankjateng.co.id

Digital Marketing Management Concept

Digital marketing is a strategic approach to managing and promoting products or services using digital media. The concept involves using various online platforms such as social media, websites, and mobile applications to interact with consumers and expand market reach. According to Philip Kotler, a leading marketing expert, digital marketing is a marketing process that uses digital technology to create, communicate, deliver, and exchange offers that have value for customers, business partners, and society in general. (Kotler 2021). In this context, digital marketing management refers to planning, executing, and managing marketing strategies integrated with digital technologies to achieve business goals.

Digital marketing management emphasizes the importance of understanding consumer behavior and preferences in a digital environment. An effective marketing strategy requires not only creativity in content and design, but also in-depth data analysis to understand consumption patterns and market trends. By utilizing analytics tools and data interpretation skills, companies can optimize their marketing campaigns to achieve better results. In addition, digital marketing management also involves the use of technology to automate marketing processes, increase efficiency, and improve responsiveness to customers.

The concept of digital marketing management also emphasizes the importance of adaptation to rapid changes in technology and consumer behavior.

In an era where digital trends are constantly evolving, companies need to be flexible and responsive to environmental changes. This involves constantly updating marketing strategies, experimenting with new technologies, and innovating ways of interacting with customers. By adopting a proactive and adaptive approach, companies can stay relevant and competitive in a rapidly changing market.

Bank Jateng is carrying out digital transformation to improve its financial performance. Bank Jateng's digital penetration has driven marketing cost efficiency. The era of digitalization of Bank Jateng Syariah is collaborating with various aspects including MSMEs. Development of Enhancement Core Banking features, Middleware and Webbranch applications in daily operations aims to provide convenience and speed of transactions for customers.

Digital Marketing Strategy in the Banking Industry

The banking industry is one sector that is actively adopting digital marketing strategies to increase its presence and competitiveness in the market. In this context, digital marketing is key in establishing strong relationships with customers, expanding market share, and promoting banking products and services. According to Dave Chaffey, a digital marketing expert, digital marketing strategies in the banking industry should focus on understanding individual customer needs and preferences, and providing personalized and relevant experiences. (Chaffey and Smith 2022).

One of the key strategies in digital marketing in the banking industry is the use of social media as a communication and promotion platform. Banks utilize platforms such as Facebook, Twitter, and Instagram to interact with customers, provide information about products and services, and address customer queries or complaints. In addition, they also use paid advertising on social media to target specific audiences and increase their brand visibility.

In addition to social media, banks also utilize websites and mobile applications as a means to provide services to customers. Responsive and easy-to-use websites and mobile apps with features such as money transfer, bill payment, and balance inquiry are important in enhancing customer engagement. By utilizing these technologies, banks can provide a more practical and efficient experience for customers, thus strengthening their relationship with the bank's brand.

In addition, digital marketing strategies in the banking industry also include the use of analytics tools to understand customer behavior and preferences and measure the effectiveness of marketing campaigns. By analyzing transaction data, online interactions, and customer feedback, banks can identify new opportunities, optimize marketing campaigns, and improve the overall customer experience (Gunawan 2021). Bank Jateng also has a partnership with Union Pay and Al Rajhi Bank to expand international payment channels, as well as continue to increase reach through virtual account technology. (Gunawan 2021) The innovation built in the context of digitalization is to increase the BOPO ratio (Operating Costs to Practical Income) so that cost efficiency is maintained and increases company profits.

The role of social media in Digital Marketing

Social media has become one of the key platforms in digital marketing, and the banking industry is no exception. With more than a billion monthly active users, Instagram provides a wide access for companies to interact with their audience and promote their products and services. As Neil Patel, a leading digital marketing expert, says, Instagram is a powerful visual platform that allows brands to connect with their audience through engaging images and videos. (Bala et al. 2023).

One of the platforms used by Islamic banks is Instagram. Instagram's role in digital marketing for the banking industry includes creating interesting and relevant content to attract the attention of potential customers. Banks can use Instagram to share informative content about their products and services, as well as inspiring or educational stories related to finance and lifestyle. By using engaging images and videos, banks can build a strong brand image and attract potential customers.

Apart from being a platform to share content, Instagram is also an effective tool to interact directly with customers. Banks can utilize features such as comments, direct messages, and Instagram Stories to communicate with customers, answer their questions, and provide real-time customer service. In this way, Instagram becomes not only a promotional tool, but also a tool to build closer and more personalized relationships with customers.

The importance of authentic and connected interactions in digital marketing on Instagram is also a key focus. Successful marketing on Instagram is not just about product promotion, but also about creating meaningful relationships with the audience. (Febriyanti and Arifin 2023). By prioritizing engagement and authenticity in content and interactions, banks can strengthen relationships with customers and increase their brand loyalty.

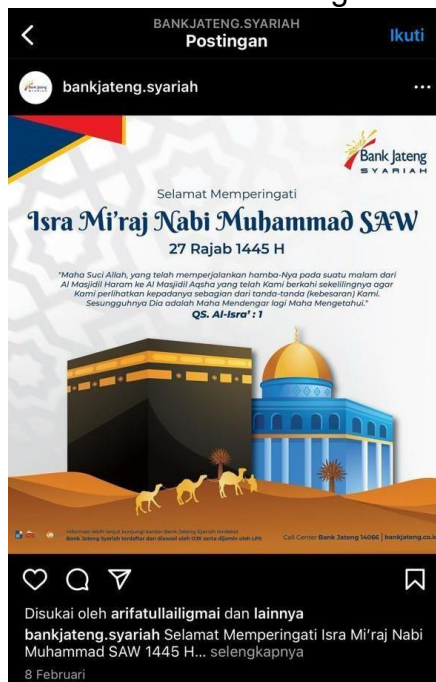
Use of social media as a marketing and branding medium Central Java Sharia KUR Products



Multipurpose financing products



Social media branding model



Use of Mobile Apps in Marketing

In an era where smartphone usage is rampant, mobile apps have become a very important tool in digital marketing strategies as well as a medium of transaction. As stated by Eric Schmidt, former CEO of Google, mobile apps are the future of marketing. Every serious business should be thinking of ways to use this platform (Schmidt 2023). The use of mobile applications in marketing provides

more direct and personal access to consumers, allowing companies to interact with them anywhere and anytime.

One of the key advantages of using mobile apps in marketing is their ability to provide a personalized experience tailored to user preferences. Through the use of technologies such as data analytics and advanced data processing, companies can deeply understand user behavior and needs, and serve relevant and engaging content according to each user's profile. As Apple founder Steve Jobs explained, good apps change the way we work and play by harnessing the full potential of our mobile devices. (Wibowo 2023).

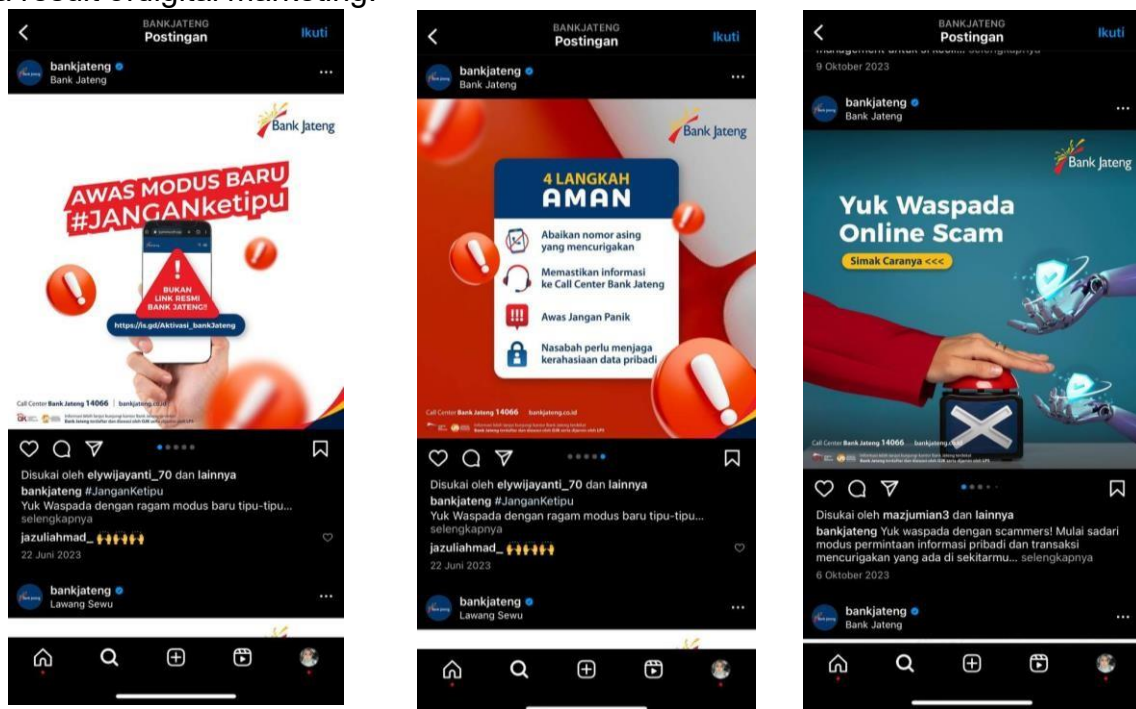
In addition, mobile apps also provide an opportunity for companies to increase customer engagement and loyalty through interactive features and a more immersive user experience. By providing features such as push notifications, loyalty programs, and live customer service, companies can build closer relationships with their customers, increase customer retention, and drive further conversions. According to Mary Meeker, a renowned technology analyst, mobile apps are one of the best tools for retaining customers and increasing customer satisfaction. (Hussein and Ahmed 2022).

Digital Marketing Strategy Evaluation

The use of social media as a marketing tool by Bank Jateng Syariah has a significant role in promoting excellent programs. The content shared through social media posts, especially Instagram, presents information about the terms and conditions of the program in a way that is clear and easily understood by Instagram users. For example, Bank Jateng Syariah posts terms such as minimum age criteria, employment status, and benefits obtained by prospective financing recipients. Thus, Instagram users can easily understand whether they meet the requirements to join the program or product offered.

With the existence of social media as a digital marketing medium for bank products, Bank Jateng syariah has several obstacles in its marketing, including many *fake* accounts circulating on behalf of Bank Jateng syariah, causing confusion in the community. Bank Jateng syariah needs to clarify or educate the public with cases like this.

Examples of education or clarification to the public regarding irregularities as a result of digital marketing:



This educational tool is sufficient to mitigate the risks that arise with digital marketing or the use of digital facilities as marketing or transaction media. In addition to the educational facilities as above, Bank Jateng Syariah needs influencers from public figures to provide additional education so that there is no risk of hacking me belonging to customers or banks. This has been done by several banks and even Bank Indonesia. In a study, it was stated that gen Z considers brand image and influencer factors in the decision to choose the product used. (Ardiansyah and Fernando 2023)

CONCLUSION

This research underlines the importance of using media as an effective marketing tool for Bank Jateng Syariah to promote products as well as educational media. With the right marketing strategy, including attractive visual content, active interaction with audiences, collaboration with influencers, and promotion of applications, Bank Jateng Syariah has succeeded in increasing awareness, interest, downloads, and use of their digital banking services which have an effect on business results on the financial performance of Bank Jateng Syariah. This shows that social media has a significant role in improving the business performance of Islamic banks, especially in expanding market share, strengthening relationships with customers, and introducing new products and services.

Therefore, the strategic use of Instagram as a marketing tool can be a valuable asset for banks in the face of increasingly fierce competition in this digital era.

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