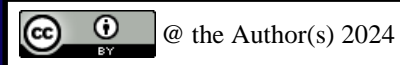




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ADDRESSING SHARIA VALUES THROUGHOUT MARKETING STRATEGY OF SYARIAH HOTEL SOLO DISCOURSE ON INSTAGRAM

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Abstract

This study aims to elaborate the marketing strategy of Syariah Hotel Solo addressing sharia values throughout the discourse on their Instagram account. The method employs qualitative because it is the most suitable to examine the data derived from social media Instagram. The result shows that the marketing strategy of Syariah Hotel Solo successfully reinforces their selling products and services, upholds religious teachings, and addresses sharia value as an accommodation business model. Moreover, the combination between visual and copywriting on each posts of Syariah Hotel instagrams strengthens their identity as a sharia business model that follows regulations from the Ministry of Tourism and Creative Economy and Indonesian Council Ulama at the same time.

Keywords: Sharia business model, Marketing strategy, Discourse analysis

Abstrak

Penelitian ini bertujuan untuk menguraikan strategi pemasaran Syariah Hotel Solo dalam mengedepankan nilai-nilai syariah melalui wacana yang ada di akun Instagram mereka. Metode yang digunakan adalah kualitatif karena metode ini paling sesuai untuk meneliti data yang berasal dari media sosial Instagram. Hasil penelitian menunjukkan bahwa strategi pemasaran Syariah Hotel Solo berhasil memperkuat produk dan jasa yang mereka jual, menjunjung tinggi ajaran agama, dan mengangkat nilai syariah sebagai model bisnis akomodasi. Selain itu, kombinasi antara visual dan copywriting pada setiap unggahan Instagram Syariah Hotel memperkuat identitas mereka sebagai model bisnis syariah yang mengikuti peraturan dari Kementerian Pariwisata dan Ekonomi Kreatif dan Majelis Ulama Indonesia pada saat yang bersamaan.

Kata kunci: Model bisnis syariah, Strategi pemasaran, Analisis wacana

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INTRODUCTION

Halal tourism is an important part of the Indonesian economic sector currently. In 2000, State of the Global Islamic Economy reported that Muslim market in Indonesia reached US\$ 2,88 Billion for certain sectors, such as culinary, pharmacy, cosmetics, travel, and media. Additionally, they explained that Indonesia became the Muslim market leader in the world along with Malaysia, Saudi Arabia, Uni Emirat Arab, and Yordania (“State of the Global Islamic Economy Report.,” 2020). However, this article only pays attention to one aspect of Islamic economic sectors, which is sharia accommodation. The reason is because the business accommodation sector becomes one of the dominant sectors in economic Islam.

Instead of running for business to gain profit, Islamic or sharia business, especially in accommodation, should not be taken for granted. The businessmen must follow rigid regulation in order to be considered as sharia business. In sharia accommodation business, there are four interesting phenomena which are first, the shifting interest from state oriented to everyday life sharia; second, sharia hotel dominated by middle class Muslim; third, interconnecting relation between business interest and Muslim devout; and the last, sharia business model plays a crucial aspect to grow accommodation industry that upholds religious values (Anwar, 2019).

Therefore, the government released certain regulations to businessmen who want to run sharia business models in Indonesia. Therefore, the conventional business will only need to follow the regulation from the Ministry of Tourism and Economy Creative, but the sharia business must follow regulations from both the Ministry of Tourism and Economy Creative and Indonesian Council of Ulama. However, not all sharia business models in accommodation have fully followed the regulations, so some accommodation businesses only take for granted the sharia label instead of following proper regulation in their practices. Subsequently, this phenomenon is getting more interesting to be examined in a certain aspect that leads this article to unveil one of the sharia accommodations following regulations appropriately, which is Syariah Hotel Solo.

To examine the phenomenon of sharia accommodation models, choosing one of sharia business models is the best way to address one particular aspect which is addressing religious values in promoting products and services of Syariah Hotel Solo on Instagram. The reasons behind this research locus derive from facts that Instagram becomes the big-five of social media with 78 million users (Newberry, 2021). Instagram becomes appropriate media to enhance digital

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marketing effectively throughout Instagram Ads feature, Solo becomes one of popular tourist destinations in Indonesia with its slogan of *the Spirit of Java* and is to have religious contestation between modernity and Javanism, lastly, marketing strategy discourse becomes a new approach to examine digital marketing strategy.

Therefore, this article employs particular theories appropriately including critical discourse analysis as a part of pragmatics to examine this phenomenon. In this part, critical discourse analysis is not only about the language used but also engaging contextual values (Brewer, 2000). Additionally, (Goffman, 1999) elaborated that discourse is a part of “forms of talk” and it is also a way of ethnography of communication (Hymes, 1996) that discourse itself is represented completely and identically by the speakers or writers (Widdowson, 2004). Additionally, Foucault elaborates that discourse is the *body of knowledge*, while discourse analysis is a part of formal linguistics methodology (Harris, 1952) and is a social function from language used (Mitchell, 1957). In other words, discourse brings beneficial aspects for economic, politics, and social structure (Miller, R. L., & Brewer, 2003), and leads to a social spectrum (Fairclough, 2003) that is represented by social activities, social construction process, and social practices (Fairclough, 2001).

There are several studies that conducted research on critical discourse and sharia hotels. (Fairclough, 1993) conducted research on the marketization of universities of public discourse that found an authoritativeness and identity among universities in England. (Rachmatie, Fitria, 2020) examined comparison distribution channels between digital and printing methods, (Rofiqo, 2019) also elaborated his research that some sharia hotels have followed Islamic laws to run the sharia business models. Regarding halal tourism, the sharia accommodation concept has followed Muslim milieu (Hall, Razak, & Prayag, 2020), and it is considered as the spiritual economy (Rudnyckyj, 2009) because it defines halal tourism as the giving of food, drink and sometimes accommodation to people who are not regular member of a household (Telfer, 1996).

METHOD

Therefore, this article employs qualitative evidence to examine the Syariah Hotel Solo using strategy to address their religious values on their Instagram account. According to (Sugiyono., 2018), employing a qualitative method does not need to produce a provisional

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hypothesis as a part of research questions. However, to examine this issue the article proposes several steps including collecting data from the social media Instagram account of Syariah Hotel Solo, classifying data based on theoretical approach, and analyzing data from the final classification appropriately.

In collecting data, a researcher seeks data on their Instagram account for a year to capture the activities in promoting and selling products and services of Syariah Hotel Solo. By collecting data during a year, this article will notify the type of language used on Instagram to attract audiences while following regulation as a sharia business model. Afterwards, the collected data will be gathered in a spreadsheet to categorize appropriately depending on Indonesian Council of Ulama regulations for sharia accommodation business model. Finally, the categorized data will be examined by semantics and discourse analysis to justify the language used in a way of delivering religious values on Instagram.

RESULT AND DISCUSSION

Promoting Sharia Hotel Products in the Sharia Hotel

In this section, Syariah Hotel Solo employs strategy to promote their product. In their account, we see how Syariah Hotel promotes their product using Islamic symbols in the visual and using Islamic terms in the copywriting.

Example 1: Uploaded by Syariah Hotel

	<p>Assalamualaikum Sahabat Syariah, Wah tidak terasa sebentar lagi lebaran. Yang masih kerja dari rumah dan dilanda kebosanan, pindah aja ke @syariahhotelsolo. Atau, yang mau menikmati kebersamaan dengan keluarga besar hanya dengan Rp 1.925.000,- untuk 7 hari. Hubungi 0271-711000 atau DM ya.</p> <p><i>Syariah Hotel</i> 15 Mei 2020</p>
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In this part, we can see *assalamualaikum Sahabat syariah* (May Allah bestow His safety and mercy on you, syariah fellows). It indicates that they promote Islamic values through copywriting. Additionally, they write *sebentar lagi lebaran* “Eid is coming closer” indicates that this post will be addressed to Muslim milieu who celebrate Eid day. However, the other part of this copywriting seems similar to other hotels which are promoting their discount or something else. In this case, they write *menikmati kebersamaan dengan keluarga besar hanya dengan Rp1,925,000 untuk 7 hari* “enjoying togetherness with a big family only IDR1,925,000 for 7 days”.

Probably, it seems similar to others but if we look closely, it indicates that the message is specifically addressed to Muslim milieu because most Muslim will stay together in celebrating Eid day. Moreover, they employ the term *hanya* “ONLY” that means it is not expensive for customers who want to stay a week with their family. This type of copywriting refers to promoting Syariah Hotel Product during the Eid day. In Indonesian culture, each Eid day most Muslim come back to their homeland and sometimes they do not have a place to stay while staying in their homeland. So, renting a hotel room would be beneficial for some people who spend days during the Eid. It means that they understand Muslim Indonesian habits every Eid day and they want to solve problems that sometimes occur among them.

Additionally, the visual of this post indicates that the hotel management wants to share their values in upholding Islamic values by providing Koran in each room drawer. We can see a picture of Koran inside the drawer that refers to Muslim recite Koran everyday. So, the hotel management provides the holy Koran in the drawer to devout Muslim. In summary, the combination of visual and copywriting in the content strengthens Islamic values as well as promoting religious values to audiences. The concept associates psychological aspects of humans to visualize the content (Daddesio, 1994). Syariah Hotel Solo ensures that they follow the crucial aspects of sharia hotel business by putting holy Quran in each hotel room. *Providing Services in the Sharia Hotels* In this section, the post in their social media Instagram has a purpose to deliver their services to audiences. They provide information that Syariah Hotel Solo has a humanity program, namely *donor darah* “blood transfer”.

Example 2: Uploaded by Syariah Hotel

	<p>"SHARE YOUR BLOOD, SHARE YOUR CARE WITH SYARIAH HOTEL SOLO"</p> <p>. Dalam rangka memperingati Milad ke-6 Syariah Hotel Solo, Syariah Hotel Solo akan mengadakan acara donor darah.</p> <p>. Allah SWT berfirman:</p> <p>إِنَّ الْمُسَدِّقِينَ وَالْمُسَدِّقَاتِ وَأَقْرَضُوا اللَّهَ قَرْضًا حَسَنًا يُضَاعَفَ لَهُمْ وَلَهُمْ أَجْرٌ كَرِيمٌ</p> <p>. "Sesungguhnya orang-orang yang bersedekah baik laki-laki maupun perempuan dan meminjamkan kepada Allah dengan pinjaman yang baik, akan dilipatgandakan (balasannya) bagi mereka; dan mereka akan mendapat pahala yang mulia." (QS. Al-Hadid 57: Ayat 18).</p> <p>. Mari berbagi bersama Syariah Hotel Solo, berbagi itu mudah, indah dan berkah.</p> <p>. Come and join us to be a hero for other people👊</p> <p>. ☎️ 0271-711000</p> <p><i>Syariah Hotel</i> <i>2 Maret 2020</i></p>
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Syariah Hotel Solo wants to share that they are not only for running business but also for muslim community. By posting such a social program of blood donors, they consider that they are upholding Islamic values as a sharia hotel in Solo. In this strategy, they seem not to be selling products at all but it increases a positive public opinion and indirectly elevates a positive selling in the future. The visual design probably does not directly connect to any Islamic symbol, nor the copywriting at the first sentence. However, most content of the copywriting is so Islamic because it includes many Islamic terms. Moreover, they recite the holy Koran to strengthen their program, so it indicates that the management upholds seriously Islamic values either in reality or social media. The copywriting stresses the sentence in bold letters to notify audiences that it is about

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community service, entitled as *Share Your Blood, Share Your Care With Syariah Hotel Solo*. Next, they deliver a message that they are celebrating their anniversary, so they held an event for citizens in Solo in the sentence *dalam rangka memperingati Milad ke-6 Syariah Hotel Solo, Syariah Hotel Solo akan mengadakan acara donor darah* (In commemoration of the 6th Anniversary of Syariah Hotel Solo, Syariah Hotel Solo will hold a blood donation event).

Therefore, they also recite one of hadiths about sharing and caring for each other in two languages: Arabic and Bahasa Indonesia. In terms of *sesungguhnya orang-orang yang bersedekah baik laki-laki maupun perempuan dan meminjamkan kepada Allah dengan pinjaman yang baik, akan dilipatgandakan (balasannya) bagi mereka; dan mereka akan mendapat pahala yang mulia* means “Indeed, those who give alms, both men and women and lend to Allah with good loans, will be multiplied (return) for them; and they will have a glorious reward”. Afterward, they also write *Mari berbagi bersama Syariah Hotel Solo, berbagi itu mudah, indah dan berkah* (Let's share with Syariah Hotel Solo, sharing is easy, beautiful and a blessing) as a call-to-action format on social media. The last sentence in this content is also call-to-action for audiences in a casual format that relates to the audiences.

CONCLUSION

Regarding this research, Hotel Syariah Solo successfully addresses their value through their social media. They uphold religious values consistently throughout their contents, either visual or copywriting. There are symbolizations in each content to reinforce that Syariah Hotel Solo consistently promotes their products and services in Islamic ways, especially employing Islamic terms on each Instagram content. The combination of text and visuals in their content generates a positive public opinion, and it indirectly increases their selling as a business. More importantly, they employ a good strategy to deliver religious teachings while selling their products and services in the same way.

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