

A SYSTEMATIC LITERATURE REVIEW (SLR): ADVERTISING AS A MEDIA OF DA'WAH ENTREPRENEUR

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ABSTRACT

Da'wah in advertising is a form of entrepreneurial strategy to promote the product being sold. Many advertisements contain da'wah messages on social media and electronic media. This research aims to collect data from previous research on advertising to preach to entrepreneurs. This study used a qualitative method using a literature review study with the theory of A Systematic Literature Review by Josette Bettany-Saltikov, (2012). The results of this study are from searching data on Google Scholars from 2017-2023 and found six relevant studies regarding entrepreneurship propaganda through advertising. Where the product advertisement contains messages about the role of Islamic da'wah, this is very interesting for Muslims because, of course, the advertised product is halal. Da'wah in advertisements is also attractive and acceptable among the public.

Keywords: Advertising; Advertising Da'wah; Entrepreneur Da'wah; Systematic Literature Review

Introduction

Da'wah is an obligation for Muslims to carry out because da'wah is the breath and source of the Islamic movement. With da'wah, Islamic teachings can spread evenly in society, which began at the time of the Prophet Muhammad. Continued to his friends, then on to the next generation, until now (Abdullah, 2019). As a religious activity and phenomenon, Da'wah has grown as a field of study that is studied and developed. Da'wah and communication have a very close and inseparable relationship, da'wah can be a form of human communication, and conversely, da'wah can be a source of ethics and morals for communication, both as a science and as a social activity. Da'wah has characteristics that distinguish it from the forms of communication in society. Precisely that, the characteristics of da'wah as a social phenomenon in the study of communication (Anas; Syafriana, 2017).

Da'wah activities in the modern era must be adapted to the conditions and circumstances of modern society, both in terms of materials, methods, and media to be used. To achieve the goal of effective da'wah, preachers should be people who have broad knowledge and insight, convey actual da'wah material using appropriate and relevant methods, and use communication media that are by the progress of today's modern society (Lestari, 2020). Along with the rapid

development of communication technology, new media has been born, including social media. The presence of social networking sites (social networking sites) or often referred to as social media (social media) such as Instagram, Facebook, Twitter, Skype, and so on is a medium used to publish content such as profiles, activities, or even user opinions, as well as media that provide space for communication and interaction in social networks in cyberspace. With cyberspace, or what is commonly called the virtual world, humans can interact without meeting face to face, even with people around the world. (Farodis Diana, 2022).

Social media is no longer to open social networks in cyberspace but to provide sufficient impact for various fields; social media has developed freely for socializing, becoming an arena for fighting in the buying and selling market, to information on the latest events. Social media is currently very widely used not only as a medium of communication but also as a medium for preaching. One of them is Instagram social media. Instagram is a good movement tool for conveying a message (Burhanudin et al., 2019). Da'wah is understood as the process of developing Islam and advancing the standard of living and religion to be better than before. Da'wah entrepreneurship can be understood as developing and advancing Islam concretely and professionally through an entrepreneurial spirit. The development of entrepreneurship da'wah can be another alternative so that the goals and targets of da'wah are more effective. However, this does not mean that a professional management system must be understood as a commercial form or, in other words selling religion for material gain. Religion, as well as JK, is a source and inspiration for productivity and peace. (Sucipto, 2016).

Moving on from the above phenomenon, where there are still many Muslims who are weak in mastering the economy and very high economic dependence on other parties and economic activity that is not correct, implies the need for da'wah in terms of entrepreneurship or Islamic entrepreneurship. Rasulullah SAW is the most appropriate and perfect example of doing Islamic business. The figure of Muhammad SAW is known by Muslims not only limited to his spiritual teachings but also all aspects of his life from the time of his birth until his death. Allah SWT educated his strength since childhood by living as an orphan. Muhammad SAW began to hone his entrepreneurial mentality by becoming a shepherd; by becoming a shepherd, Rasulullah SAW got a wage to lighten a bit of the burden borne by his uncle. He wants to earn and be independent, not just sitting or playing (Gusriani & Faulidi, 2017).

Some people also carry out the use of social media or digital media as a business tool. According to Armiah, (2015), preaching can adapt to the media currently developing in

society. Preachers can take advantage of various existing media in preaching so that the reach of da'wah becomes broad, even covering the whole world. Islamic da'wah is inserted through advertisements with various kinds of industrial products, food, clothing, cosmetics, and all kinds of people's necessities of life, as we can see today. Islamic da'wah messages inserted using Islamic symbols have started to be recognized by the public. One of them is halal products that are on television. There are also advertisements on social media or digital media that contain messages or elements of da'wah. This can be done to attract customers or personal branding on a brand.

People can provide or obtain information about the product or service needed through advertising. In this modern era, where competition in the business world is getting tougher, advertising is seen as a tool that can increase competitiveness in supporting marketing success. To be able to carry out the marketing function, what must be done in advertising activities, of course, must be more than just providing information to the public. Da'wah can be through anything, especially in today's sophisticated and modern era; this technological sophistication has made many changes in human life, and nowadays, all people use social media to explore their daily activities. Likewise, when we want to add to our religious knowledge and knowledge, we can immediately get information via the Internet. A preacher is undoubtedly outstanding if he can adapt to developments that occur in society. Preachers can take advantage of various existing media for preaching so that the reach of da'wah becomes broad, even covering the whole world (Effendy et al., 2023).

Meanwhile, in this study, we want to examine advertising as a means of preaching to entrepreneurs by using qualitative methods with the Systematic Literature Review theory from Josette Bettany-Saltikov, (2012), where researchers will search for five national journals and five international journals that discuss the use of advertising as a media. Da'wah, business or entrepreneur.

Method

This study uses qualitative methods with the use of a literature review. According to, Afiyanti, (2014) The purpose of using the literature in qualitative research is to place the findings of previous studies in the context of the findings that have just been discovered. However, more is needed to confirm the results of previous research findings in depth. The search for research data was carried out using the theory developed by Bettany-Saltikov (2012),

namely by summarizing the findings from previous studies that are relevant to the research topic. The keywords used to search for this research are "Advertising as a media of da'wah" and "da'wah entrepreneur".

The research data was obtained from searches using the Google Scholar search engine using the keywords previously mentioned. The results obtained from the search were then selected. According to the author, they selected several articles that were the most relevant and could be used as material for analysis to answer research questions. The following is a picture of the stages of article selection in this literature study.:

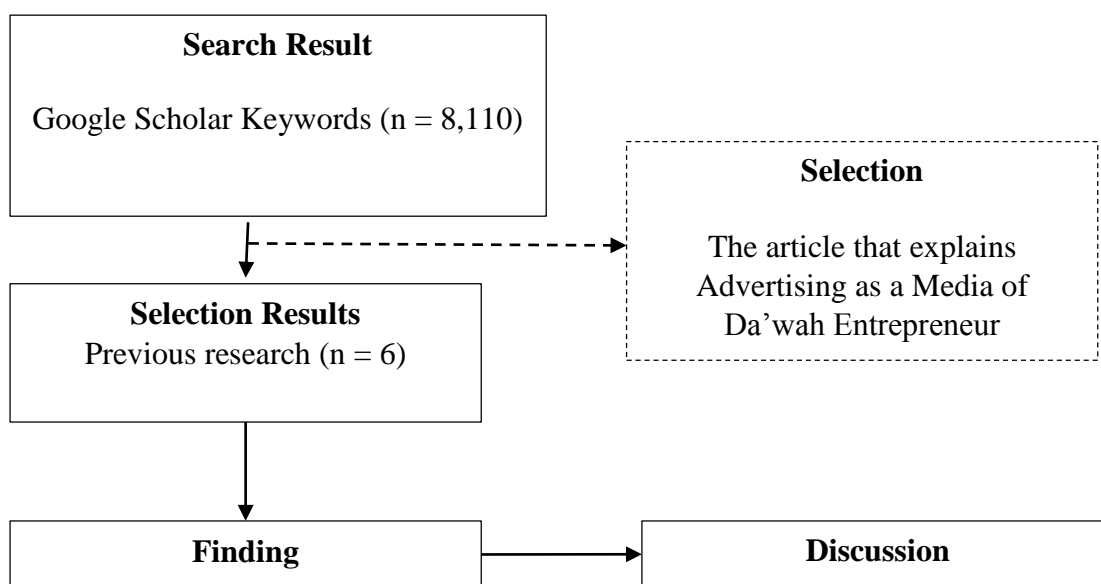


Figure 1. Article Selection Process

Finding And Discussion

a. Finding

There are five articles published in 2017-2023, which according to the author, contain relevant descriptions to explain Advertising as a Media of Da'wah Entrepreneur. The following is a summary of the five articles:

First, research from Nasihin & Zen, (2023) entitled *Strategi Dakwah Melalui Iklan Produk Halal di Media Sosial*. This study uses a descriptive-analytical method with a qualitative approach. In other words, this paper examines product marketing strategies through social media. The results and discussion obtained are how to apply the Da'wah Strategy in social media, including in terms of marketing, because it is very

influential in the success of a best-selling product in the market, then the author also suggests how to market products through product advertisements on social media with the latest technology approach follow fashion 4.0 and choose products that are halal and ready to be marketed on social media to attract buyers.

Second, research from Ni'amah & Laili, (2019) entitled ***Iklan Sebagai Media Dakwah (Analisis Semiotika Iklan Digital Dan Konsep Dakwah Pada Produk Kosmetik Wardah)***. This research wants to discover the meanings of the signs in digital advertisements for Wardah cosmetic products in 2018 as a medium of da'wah. And also want to know what da'wah concepts are displayed in digital advertisements for Wardah's cosmetic products. By using the semiotic analysis developed by Roland Barthes (hermeneutic code, cultural code, semantic code, prophetic code, and symbolic code), besides wanting to know and understand advertising as a medium of Islamic da'wah, it is also hoped that this research can provide an understanding of and increase awareness in society to be selective and also critical in dealing with the information obtained, mainly so that there is no misunderstanding in understanding the contents of the message conveyed in advertisements and other media. This research also wants to contribute to other advertisers that Wardah advertisements can be used as a reference in promoting products, especially beauty products. It is also hoped that this research can provide an overview and description in understanding and reading the meaning of the da'wah concept contained in Wardah cosmetic advertisements. It can be a reference material in conducting semiotic research with Roland Barthes's semiotic analysis approach.

Third, research from penelitian dari Damayanti, (2022) entitled ***Pesan Dakwah Dalam Iklan Hilo Soleha Di Channel Youtube Hilo Soleha (Analisis Semiotika Rolland Barthes)***. This research aims to discover the denotative, connotative, mythical, and figurative meanings of da'wah messages in Hilo Soleha advertisements. This study uses a qualitative method to explain descriptions and situations or discourse regarding Hilo Soleha advertisements on the Hilo Soleha YouTube channel. Data collection techniques used in this study were observation and documentation, then analyzed using the semiotic analysis method based on Rolland Barthes's thinking to gain a deeper understanding, and its validity was tested using observation persistence techniques. The analysis of this study shows that 1). The meaning of denotation in hilo sole is someone who lives life with an optimistic spirit, carrying out God's commands. Lighten the

burden on others and socialize well 3). The meaning of myth in hilo sole is that a Muslim woman, wherever she is located, is required to be a creative, robust, and always cheerful person and spread joyous smiles of kindness 4). Representation of da'wah messages in hilo sole, namely a Muslim woman who looks after their chastity and covering their private parts, mu'amalah manual chair whether fellow or non-mahram anywhere with anyone, or even colleagues, have good morals obey the commands of His Word. They are optimistic, respect others, gentle, and humble in heart.

Fourth, research from oleh Wisudawan, (2023) entitled *Analisis Resepsi Mahasiswa Universitas Muhammadiyah Jember terhadap Nilai- Nilai Islam dalam Iklan Pepsodent Siwak*. This study examines how Muslim audiences accept Islamic da'wah used by Pepsodent Siwak. To promote their product, Pepsodent Siwak advocates the importance of using hygienic cleansers as part of one's Islamic values. Baiti Jannati ("Practice the Sunnah") is the main message in the advertisement. This study found different reading positions using Stuart Hall's reception analysis. This reading position is influenced by the audience's view of the message of Islamic values. The participants' interpretation of the da'wah messages in Pepsodent Siwak advertisements was dominant. Thus, using Islamic messages in advertising is one way to engage consumers and encourage them to buy products.

Fifth, research from Tajibu & Syafrinana, (2017) entitled *Pesan Dakwah pada Iklan Kosmetik Wardah "Sebuah Kajian Semiotika"*. This study uses a qualitative interpretive method useful for disclosing and explaining situations or discourse regarding Wardah cosmetic advertisements on television. Data collection techniques using documentation analysis. The data analysis used the semiotic analysis method with the basis of Roland Barthes's ideas so that a deep meaning was obtained about the Wardah cosmetic advertisement. The results of this study indicate that (1) Signs and markers in "wardah" advertisements for the "Story Behind the Beauty" version are found in the form of symbols that can be interpreted as the brand image of Muslimah cosmetics. Among them is the use of female models who look like they are wearing hijab clothes. (2) The meaning of the da'wah message contained in the Wardah cosmetic advertisement version of "The Story Behind the Beauty" includes the meaning of non-verbal artifacts (appearance), namely the hijab or head covering worn by the model in the advertisement shows the identity of a Muslim woman, non-verbal meaning facial (face) through facial expressions namely smiles, and paralinguistic non-verbal

meanings (pronunciation) speak polite words. The implications of this research are: (1) To be able to contribute to advertisers, wardah's advertisement version of "Kisah dibalik Cinta" can be used as a reference for other advertisements that want to promote their products, especially beauty products. (2) It is expected to increase awareness of the media in society by cultivating a critical and selective attitude in dealing with various advertising invasions that cannot be resisted so that there is no misperception in examining media content.

Sixth, research from Hasanah, (2019) entitled *Pesan Dakwah Celebrity Endorser Dalam Iklan Pasta Gigi Sasha(Analisis Semiotika Roland Barthes)*. This research uses a qualitative approach with the theory of Roland Barthes. Based on the results of the research analysis above regarding the research "Celebrity Endorser Da'wah Messages in Sasha Toothpaste Ads (Roland Barthes Semiotics Analysis), it can be concluded that the da'wah messages contained in Sasha toothpaste advertisements are messages of shari'a; in this advertisement embodied in the form of reading the Koran' an and sunnah worship (siwak). Aqidah is a person's belief in Allah SWT; in this advertisement, it manifests as using something lawful and maintaining cleanliness as a form of gratitude for the Creator. And the message of morality is a person's character or character, which is embodied in this advertisement by covering the nakedness and smiling.

b. Discussion

The function of advertising in marketing is to strengthen the drive for consumer needs and desires for a product to achieve satisfaction. (Lukitaningsih, 2013). Therefore, many entrepreneurs use advertising as a method of promoting their products. An entrepreneur uses social media or digital media to preach through advertisements. This is so that more and more people are interested in their products and attract buyers, especially Muslims. Because, according to research by Effendy et al., (2023) technology is a new platform for humans to communicate with a broad audience. Anwar Arifin stated that when Muslims can master science and technology, Islamic da'wah will get easier. Da'wah has a persuasive nature, namely inviting people in a subtle way or, more precisely, convincing other people about something without forcing it. The properties are the same as the principles of marketing (marketing), namely, the act of

persuasion to influence or persuade consumers. Da'wah Islam is no longer defined conservatively as an act of lecturing but from various activities that directly or indirectly attract public curiosity about Islam.

Da'wah messages in advertisements with Islamic nuances are sometimes not just a promotion or binding the hearts of potential customers. However, it also has a missionary purpose. Such as Hasanah's research Hasanah, (2019) in the finding sub-chapter entitled Pesan Dakwah Celebrity Endorser Dalam Iklan Pasta Gigi Sasha (Analisis Semiotika Roland Barthes). The research shows the da'wah message in Sasha's toothpaste, namely believing in and obeying Allah SWT and being grateful to Him. And in the ad, it is recommended to use Halal products.

Conclusion

Technology is growing, and so is preaching. The delivery of da'wah messages in the era of technological development can be delivered through product advertisements. Some entrepreneurs use this to market and maintain their company's image branding and want to spread goodness and an excellent example in the advertisement.

Advertising has the function of disseminating information in a marketing strategy. Islamic da'wah inserted through advertisements is also intended to develop da'wah media to be more easily conveyed to the broader community. These advertisements can be advertisements for halal toothpaste, halal cosmetics, advertisements for Islamic clothing, or promotional advertisements for other businesses.

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