

Baitul Maal Hidayatullah: Are direct marketing and indirect marketing the right strategies for institutions to expand market share?

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ABSTRAK

Baitul Maal Hidayatullah berhasil mencetak prestasi gemilang dengan memperoleh silver medal sebagai forum zakat terbaik nasional. Prestasi ini diraih berkat komitmen dan dedikasi Baitul Maal Hidayatullah dalam mengelola zakat secara transparan, akuntabel, dan profesional. Prestasi gemilang yang dicapai oleh Baitul Maal Hidayatullah (BMH) tidak terlepas dari berbagai strategi yang dilakukan oleh BMH. Salah satu divisi yang memiliki peran vital dalam perkembangan BMH adalah divisi marketing. Sehingga adanya penelitian ini bertujuan untuk menganalisis lebih dalam mengenai strategi yang dilakukan oleh lembaga dalam

memperluas jangkauan pasar. Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif deskriptif melalui observasi dan wawancara secara langsung. Hasil penelitian menunjukkan bahwa divisi marketing mereka memanfaatkan kombinasi strategi direct marketing dan indirect marketing untuk memaksimalkan efektivitas pemasaran.

ABSTRACT

Baitul Maal Hidayatullah has successfully achieved a brilliant achievement by winning a silver medal as the best national zakat forum. This achievement was achieved thanks to Baitul Maal Hidayatullah's commitment and dedication in managing zakat in a transparent, accountable, and professional manner. The brilliant achievements achieved by Baitul Maal Hidayatullah (BMH) cannot be separated from the various strategies carried out by BMH. One of the divisions that has a vital role in the development of BMH is the marketing division. So this study aims to analyze more deeply the strategies carried out by the institution in expanding its market reach. The method used in this study is a descriptive qualitative approach through direct observation and interviews. The results of the study show that their marketing division utilizes a combination of direct and indirect marketing strategies to maximize marketing effectiveness.

Introduction

The development of zakat institutions in Indonesia has shown a very positive trend in the last few decades (Tahir, 2017). Along with the increasing awareness of the Muslim community about the importance of zakat, infaq, and sedekah, various zakat institutions have begun to emerge and develop rapidly. The Indonesian government also plays a role in supporting this development through strict regulations and supervision. Law No. 23 of 2011 concerning Zakat Management is a strong legal basis, which allows zakat institutions to operate in a more structured and professional manner (Lubis, 2019). Zakat



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institutions in Indonesia do not only focus on collecting zakat, but also on its proper and effective distribution. They run various economic, education, health, and social empowerment programs to improve the quality of life of zakat recipients. In addition, collaboration between zakat institutions and the government is also getting stronger. The Zakat Forum (FOZ) as a forum for coordination and synergy between zakat institutions in Indonesia plays an important role in harmonizing various zakat programs and activities. One of the popular zakat forum institutions in Indonesia is Baitul Maal. Baitul Maal is an institution that has a long history in managing zakat, infaq, alms, and other social funds (Jasafat, 2017). As part of the Zakat Forum, Baitul Maal is committed to managing these funds transparently, accountably, and professionally, so that they can have a positive impact on people in need. The main objective of Baitul Maal is to collect and distribute zakat, infaq, alms, and other social funds effectively and on target (Rifan et al., 2020).

In other words, Baitul Maal strives to ensure that funds collected from Muslims reach those who really need them, such as the poor, orphans, and other mustahik. Baitul Maal runs various superior programs covering the fields of economy, education, health, and social. In the economic sector, for example, Baitul Maal provides business capital for mustahik (zakat recipients) to start or develop their businesses, so that they can increase their family's income and welfare. In the field of education, Baitul Maal provides scholarships and educational assistance for children from underprivileged families so that they can get better access to education. Baitul Maal is also active in health programs such as providing medical assistance for those in need, as well as social programs such as emergency assistance for victims of natural disasters. With these various programs, Baitul Maal has succeeded in creating significant and sustainable changes for the community, which is real evidence of their dedication and commitment to managing zakat well (Muid, 2011). Among several existing Baitul Maal institutions, Baitul Maal Hidayatullah has succeeded in achieving brilliant achievements by winning a silver medal as the best national zakat forum. This achievement was achieved thanks to Baitul Maal Hidayatullah's commitment and dedication in managing zakat in a transparent, accountable, and professional manner. With various innovations and empowerment programs implemented, Baitul Maal Hidayatullah has been able to provide a significant positive impact on the wider community.

This silver medal award also reflects Baitul Maal Hidayatullah's success in establishing cooperation with various parties including the government, private sector, and the community. Through strong collaboration, Baitul Maal Hidayatullah has been able to optimize the collection and distribution of zakat, as well as run various empowerment programs more effectively and efficiently. The brilliant achievements achieved by Baitul Maal Hidayatullah (BMH) cannot be separated from the various strategies implemented by BMH. One division that has a vital role in the development of BMH is the marketing division. This division is responsible for designing and implementing effective marketing strategies, which directly impact the improvement of BMH's performance and achievements. In an era of increasingly advanced technology, BMH combines direct and indirect marketing strategies in developing their market share. This marketing strategy is considered to have a significant impact on expanding their market reach. By combining these two approaches, BMH can reach more people

and increase public awareness of their programs and activities. Therefore, this essay aims to analyze whether the direct and indirect marketing strategies implemented by BMH are appropriate and worthy of being maintained. By analyzing and evaluating these strategies, it is hoped that BMH can find more effective and efficient ways to carry out its mission and vision, and continue to contribute positively.

Discussion

Direct marketing is a marketing strategy in which companies communicate directly with potential consumers without going through intermediaries, with the aim of promoting products or services directly and encouraging immediate action from consumers (Sari & Wijaya, 2020). This strategy has advantages such as the ability to personalize messages according to individual needs, fast response from consumers, and full control over the messages delivered (Alpida & Saleh, 2022). However, the disadvantages of direct marketing include high costs, the risk of rejection by consumers, and effectiveness that can decrease if the message is not relevant or interesting. In contrast, indirect marketing is a strategy that focuses on efforts to build awareness and interest in a product or service through channels that do not directly connect the company with consumers (Iswahyudi et al., 2023). The goal is to build brand awareness and long-term relationships without emphasizing direct sales (Zahrahast et al., 2022). The advantages of indirect marketing include more cost-effectiveness, the ability to build trust, and a wider audience reach. However, this strategy takes longer to see results and the company has less control over the reception of messages by the audience (Cahyani & Sopiya, 2001).

Based on direct observation results at the Baitul Maal Hidayatullah (BMH) institution, the author analyzed that the marketing division of the institution continues to strive to intensify direct marketing and indirect marketing strategies. The marketing division implements direct marketing by sending personal messages on various social media, especially WhatsApp and email. This strategy allows them to reach consumers with more specific and relevant messages, increasing the likelihood of positive responses and actions from consumers. Before conducting personal promotions, the marketing division collects as many telephone number databases as possible obtained through the Google Maps application, then stores them on the WhatsApp of each marketing member. This data collection is important to ensure that messages can be sent to the right and relevant audience.

After collecting the telephone numbers of potential donors, the marketing division members began to sort the WhatsApp contacts they had by dividing them into three parts: hot contacts, warm contacts, and cold contacts. Hot contacts are individuals who have shown a high level of interest or have interacted with a product or service, and their messages are typically more direct and offer special offers to encourage immediate action. Warm contacts are individuals who have shown moderate interest or have interacted with content but have not yet made a purchase decision, so their communication strategy involves providing additional information and nudging them toward a purchase decision. Cold contacts are individuals who have not shown clear interest or have not yet interacted with a product or service, so their messages are

typically informative and aimed at building initial awareness and interest. Once contacts are divided into three categories (hot, warm, and cold), different communication strategies are applied to each category to optimize campaign effectiveness and increase the chances of getting donations for BMH. For hot contacts, the team immediately sends a clear message and directly invites them to donate. Because they are already familiar with BMH and interested in its programs, this direct invitation is usually well received. Warm contacts are individuals who have shown interest but are not yet ready to donate. A more subtle and gradual approach is needed to maintain their interest and move them toward a decision to donate.

The marketing team focuses on a warm greeting and comfortable interaction before offering a new product or program. This strategy involves starting with a warm greeting and small talk to build a closer relationship. Once the relationship is established, introduce new programs or products from BMH that may interest them. While cold contacts are individuals who have not shown interest or are not familiar with BMH. This approach should focus on building relationships, introducing BMH, and explaining its goals and programs gradually before asking for support or donations. This strategy begins with a brief introduction about yourself, followed by asking how they are and giving prayers and good wishes for them. After that, the marketing team introduces BMH, its goals, and existing programs. Finally, the marketing team delivers a subtle invitation to donate or support BMH programs.

In addition to relying on direct marketing as one of its main strategies, the author also observed that the marketing division actively implemented an indirect marketing strategy. Direct marketing usually involves a direct approach to consumers through various channels such as telephone, email, and paid advertising. However, an indirect marketing strategy focuses more on building brand awareness and credibility without conducting direct promotions. This aims to create a more natural and long-term relationship with the audience. The author observed that this strategy often involves informative and educational content that does not explicitly ask consumers to make a purchase or take a specific action. The indirect marketing strategy adopted by the marketing division includes various activities such as creating articles, posting on blogs, and interacting on social media. The marketing division understands that quality content that provides value to the audience can build trust and loyalty. By providing useful and relevant information, they can attract the attention of the audience who are then interested in learning more about the programs and services offered. To implement the indirect marketing strategy, the marketing division creates short articles containing detailed information about the programs being carried out. Each article includes the title of the program, objectives, and details of the costs for implementing the program. This information is structured in a way that is interesting and easy for the audience to understand. In addition to information about the program, each article also includes an office account and office mobile number.

This allows interested audiences to easily contact or contribute directly. After the article is completed, the next step is to register the marketing team on several blogger platforms that are easily indexed by Google. The marketing team conducts research to choose the right platform, ensuring that each platform has a relevant audience and the

potential to support marketing goals. After registering and having an account on several blogger platforms, the marketing team begins posting articles regularly. By publishing articles regularly, the marketing team can build a strong online presence and continuously attract the attention of the audience. The hope is that the more articles posted, the greater the chance of being indexed by Google. This will of course have a positive impact on BMH, such as being better known by the wider community. With higher visibility, BMH can attract more attention and interest from potential audiences which can ultimately contribute to increased participation and support for the programs being run.

Conclusion

From the discussion above, it can be concluded that the marketing strategy of the Baitul Maal Hidayatullah (BMH) institution shows that their marketing division utilizes a combination of direct and indirect marketing strategies to maximize the effectiveness of their campaign. Through direct marketing, they take a personal approach by dividing contacts into hot, warm, and cold categories to send messages that are in accordance with each individual's level of interest. Meanwhile, their indirect marketing strategy focuses on building brand awareness and credibility through informative and educational content on various platforms. This approach allows BMH to build more natural and long-term relationships with audiences, increase online visibility, and ultimately encourage participation and support for their programs.

To increase the effectiveness of the Baitul Maal Hidayatullah (BMH) marketing strategy, it is recommended that they optimize contact data management by using a more sophisticated Customer Relationship Management (CRM) tool. This will help in managing information and tracking interactions more effectively. In addition, deepening contact segmentation by considering demographic factors and special interests can increase the relevance of messages and responses from the audience. In an indirect marketing strategy, diversifying the types of content produced by utilizing social media more intensively, especially on platforms such as Instagram and TikTok, can also expand reach and increase engagement. Finally, establishing partnerships with influencers who have relevant audiences can strengthen brand awareness and increase support for BMH programs.

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