



ANALYSIS OF ADVERTISING STRATEGIES ON TEH KOTA SALES GROWTH: A SHARIA ECONOMIC PERSPECTIVE

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ABSTRACT

This study aims to analyze the advertising strategies implemented by Teh Kota in increasing sales from the perspective of Sharia economics in Probolinggo Regency. This study offers novelty by integrating advertising strategy analysis with Islamic economic principles in the context of local beverage MSMEs. The research employed a qualitative phenomenological approach through observation, interviews, and documentation involving business owners, employees, distributors, and consumers of Teh Kota. The findings indicate that Teh Kota utilized several advertising strategies, including social media promotion, banners, price promotions, and word-of-mouth marketing to attract consumer interest and expand market reach. Sales turnover increased by approximately 41.36% after promotional intensification in March 2026. From the perspective of Sharia economics, the promotional strategies generally reflected the principles of *shiddiq*, *amanah*, *tabligh*, and *fathanah*, although several aspects of digital promotion still require improvement. The study concludes that integrating ethical Islamic values into advertising strategies contributes to strengthening consumer trust and supporting sustainable local business development.

1. INTRODUCTION

In the increasingly competitive ready-to-drink beverage industry, marketing activities have become a strategic instrument in maintaining business sustainability and increasing product competitiveness (Aravik et al., 2022). One important element in the marketing mix is advertising, which functions as a communication medium to introduce products, build brand image, and influence consumer purchasing decisions (Iswati et al., 2023; Nazhwa Arifai et al., 2025). In the packaged beverage industry, competition continues to intensify because the market is dominated by national brands with extensive distribution networks and large promotional capacities (Wood et al., 2021). This condition encourages local businesses to develop effective promotional strategies to remain relevant amid market competition. This phenomenon also occurs in Teh Kota, a local beverage product in Probolinggo Regency, which seeks to maintain its business existence through simple advertising strategies based on social media, direct promotions, and word-of-mouth marketing. Based on 2023 sales data, there is a significant difference in revenue between Teh Kota branches, with the Paiton Branch earning Rp3,781,400,000 per year, the Tanjung Branch Rp3,511,300,000, while the Besuk Branch only reached Rp2,160,800,000. This disparity indicates that the effectiveness of promotional strategies has not been able to create stable sales performance across all branches. Furthermore, Probolinggo Regency, as a region with a majority Muslim population, also places ethical aspects of promotion as an important factor in building consumer trust (MayaPutra & Yusrizal, 2025; Harsono et al., 2026). Therefore, advertising strategies are not only required to be effective in business terms but must also comply with Islamic economic principles such as honesty (*shiddiq*), trustworthiness (*amanah*), transparency, and fairness in marketing communication (Chong & Patwa, 2023; Khoirudin et al., 2024; Siregar et al., 2026).

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Studies on Islamic value-based marketing and the influence of advertising on consumer behavior have been extensively conducted in recent years. Research on halal branding shows that consumer trust in halal products is significantly influenced by marketing communication strategies emphasizing transparency and Islamic business ethics (Candraningrat & Wulansari, 2025). Other studies also confirm that digital marketing through social media significantly influences Muslim consumer purchasing behavior because it can strengthen halal trust and increase consumer interest in halal-based MSME products (Iswati et al., 2023; Suleiman et al., 2025). Furthermore, studies on electronic word of mouth (*e-WOM*) indicate that consumer recommendations significantly contribute to loyalty formation and repeat purchase decisions (Wahyuningjati & Purwanto, 2024). However, most previous studies have focused on the national halal product sector, the cosmetics industry, or e-commerce-based digital marketing. Previous studies also tend to employ quantitative approaches emphasizing relationships between variables without deeply exploring how promotional strategies are implemented in local business practices (Elshaer et al., 2025). Thus, there are still limited studies specifically analyzing the advertising strategies of local Muslim community-based beverage businesses using qualitative approaches emphasizing the direct experiences of business actors and consumers.

Despite the growing number of studies on Islamic marketing and digital advertising, several important limitations remain in the existing literature. First, most previous studies primarily focus on large-scale halal industries such as Islamic banking, halal cosmetics, and e-commerce platforms, while studies examining local ready-to-drink beverage MSMEs remain very limited. Second, prior research generally emphasizes quantitative approaches that focus on statistical relationships between variables, such as advertising effectiveness, purchasing decisions, and consumer loyalty, without deeply exploring how advertising strategies are practically implemented in daily business activities. Third, previous studies tend to discuss marketing performance separately from the implementation of Islamic economic principles, resulting in limited integrative studies examining both promotional effectiveness and sharia-based business ethics simultaneously. As a result, there is still insufficient understanding regarding how local beverage MSMEs implement advertising strategies that are not only capable of increasing sales growth but are also aligned with Islamic economic values in Muslim-majority communities.

This research specifically addresses these gaps by examining Teh Kota, a local beverage MSME in Probolinggo Regency, through a qualitative phenomenological approach emphasizing the experiences of business actors, marketing teams, and consumers. Unlike previous studies that mainly focus on large halal industries or quantitative consumer surveys, this study investigates the practical implementation of advertising strategies in a local beverage business context. Furthermore, this study integrates three important aspects simultaneously, namely advertising strategies, sales growth, and the implementation of Islamic economic principles. The novelty of this study lies in its comprehensive analysis of how social media marketing, word-of-mouth communication, banners, and direct promotions contribute to sales growth while simultaneously reflecting Islamic business ethics values such as honesty (*shiddiq*), trustworthiness (*amanah*), transparency, and fairness. In addition, this study provides empirical findings regarding sales growth before and after promotional interventions across several Teh Kota branches in Probolinggo Regency, which remains rarely discussed in previous Islamic marketing studies focusing on local MSMEs.

This study aims to analyze Teh Kota's advertising strategy in increasing sales from an Islamic economic perspective and to identify the impact of advertising on sales growth before and after promotional activities are implemented. This study also aims to understand how social media, word-of-mouth marketing, banners, and direct promotions are used as marketing communication instruments within the context of local businesses. Academically, this study is expected to expand the study of sharia marketing in the local beverage MSME sector, which remains relatively limited in contemporary Islamic marketing literature. Practically, the findings of this study are expected to serve as a reference for local business actors in designing promotional strategies that are not only effective in increasing sales but also aligned with Islamic business ethics values. This study also contributes to the development of trust-based marketing practices that are increasingly relevant in Muslim consumer markets.

2. METHODS

This study employed a qualitative descriptive approach with a phenomenological design to understand the advertising strategies implemented by Teh Kota in increasing sales in Probolinggo Regency, particularly at the Paiton, Tanjung, and Besuk branches. The qualitative approach was used to describe social conditions and business realities based on the experiences of business actors and consumers, while the phenomenological approach aimed to understand the meanings and perspectives of informants regarding promotional activities (Hossain et al., 2024; Islam, 2025). Research locations were selected based on differences in sales performance and promotional activities among branches. Informants were determined using purposive sampling techniques with criteria including direct involvement in promotional activities, knowledge of sales developments, and experience as consumers or distributors (Bondarenko & Vyshnivska, 2023; Sismar et al., 2024). The informants consisted of outlet owners or managers, marketing staff, employees, distributors, and consumers of Teh Kota products. Data collection techniques included in-depth interviews, field observations, and documentation. Interviews were conducted semi-structurally to obtain information regarding advertising strategies, promotional methods, marketing constraints, and the impact of advertising on sales growth (Zhang et al., 2025). Observations focused on promotional activities such as banners, social media promotions, and direct consumer interactions, while documentation included promotional photos, sales reports, and business archives (Rahmadani & Hidayat, 2024; Paqi et al., 2025).

Data analysis in this study used the Miles and Huberman interactive analysis model consisting of data reduction, data display, and conclusion drawing (Asipi et al., 2022; Anisa et al., 2024). Data reduction was carried out by selecting and simplifying interview, observation, and documentation data relevant to advertising strategies and sales growth (Syarofi & Syam, 2025). The data were then presented in narrative and interpretative forms to facilitate understanding of the findings before conclusions were drawn systematically (Sheard, 2022). To ensure data validity and trustworthiness, this study applied source triangulation, technique triangulation, and time triangulation techniques (Donkoh & Mensah, 2023). Member checking was also conducted by reconfirming interview results with several informants to ensure data accuracy and consistency with actual field conditions (Mckim, 2023). Ethical considerations were implemented by explaining the research objectives to informants, obtaining voluntary consent before interviews, and maintaining the confidentiality of participants' information throughout the research process. The research implementation flow is presented in Figure 1.

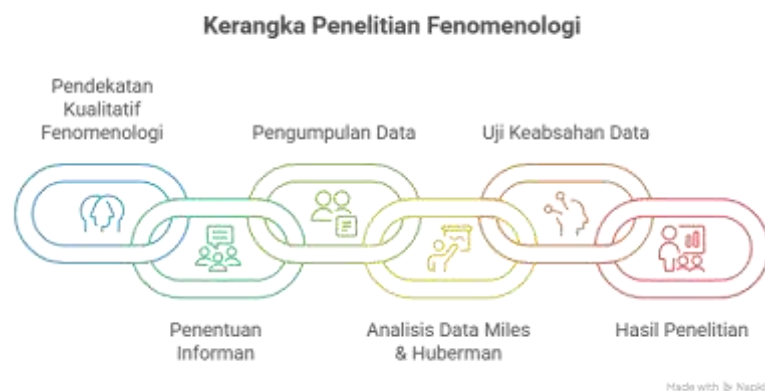


Figure 1. Research Implementation Flowchart

3. RESULTS AND DISCUSSIONS

RESULTS

Advertising Strategies Implemented by Teh Kota

The findings indicate that Teh Kota implements a cost-efficient advertising strategy that is strongly shaped by local market characteristics in Probolinggo Regency. The promotional system is dominated by word-of-mouth communication, limited but functional social media use, banner placement, and direct promotional interaction with consumers. These strategies reflect an adaptive response to resource constraints commonly faced by MSMEs, while still maintaining market competitiveness in the ready-to-drink beverage sector (Aravik et al., 2022; Iswati et al., 2023).

Word-of-mouth represents the most dominant promotional channel. This occurs because consumer decision-making in local markets is strongly influenced by interpersonal trust networks, particularly for low-risk and frequently consumed products. From a relationship marketing perspective, trust functions as a central mechanism that reduces uncertainty and increases repeat purchasing behavior. Consumers tend to rely more on personal recommendations than formal advertising messages, indicating that relational proximity is a stronger determinant of consumption behavior than structured marketing communication.

In addition to interpersonal communication, Teh Kota utilizes social media platforms such as WhatsApp and Instagram. However, its function remains tactical rather than strategic, primarily limited to price updates, menu information, and outlet announcements. This indicates that digital marketing adoption is still in an early stage and has not developed into a structured content marketing system (Iswati et al., 2023; Suleiman et al., 2025). The absence of content planning, audience segmentation, and consistent branding reduces the effectiveness of digital channels in building long-term brand equity.

The advertising strategy is summarized in Table 1.

Table 1. Promotion Strategy and Sales Impact

Promotion Strategy	Impact on Sales
Word of mouth	Increase consumer trust and new customer acquisition
Social media promotion	Broaden product information reach
Banner placement	Increase visibility and walk-in customers
Direct offers	Trigger impulse buying behavior

Overall, the advertising model reflects a relational and low-cost marketing logic. While effective at the local level, its reliance on informal communication structures limits scalability and brand strengthening in competitive markets.

The Influence of Advertising on Sales Growth

The findings show that advertising activities contribute to increased sales performance at Teh Kota outlets. Before promotional optimization, sales depended primarily on local consumers around outlet locations. After the implementation of more active promotions through social media, banners, and pricing strategies, customer traffic increased significantly.

The findings show that advertising activities contribute positively to sales growth at Teh Kota outlets. Before promotional intensification, sales were largely dependent on local consumer proximity. After the implementation of more active promotional activities through social media, banners, and price strategies, customer traffic increased significantly.

Informants confirmed this change:

“After we actively promoted through WhatsApp and Instagram and installed banners, the number of buyers increased.” (R1)

“When we post promotions, consumers usually come directly or ask for prices.” (R2)

These statements indicate that advertising functions primarily as an awareness-triggering mechanism rather than a direct conversion tool. This aligns with communication theory in marketing, where advertising works through attention and awareness stages before purchase intention is formed (Iswati et al., 2023).

Sales data show a significant increase after promotional intensification. In March 2026, turnover reached Rp35,844,100, representing an increase of approximately 41.36% compared to the January–February average. However, profitability growth is not proportional due to operational cost structures,

indicating that advertising affects demand generation but not necessarily net profit optimization. Table 2 summarizes the impact of advertising strategies on sales.

Table 2. Impact of Advertising on Sales Performance

Advertising Strategy	Impact on Sales
Social media promotion	Increase product awareness
Banner placement	Increase walk-in customers
Price promotion	Stimulate first-time purchases
Word of mouth	Expand customer base
Promotional content	Encourage repeat purchases

Table 2 demonstrates that each advertising channel operates at different stages of the consumer decision-making process. Social media functions at the awareness stage, banners operate as physical attention triggers, price promotions stimulate trial behavior, while word-of-mouth strengthens trust-based acquisition. Meanwhile, promotional content contributes to post-purchase reinforcement and repeat purchasing behavior. However, these channels operate in a fragmented manner. The absence of integrated marketing communication between digital and offline channels indicates that Teh Kota's advertising funnel is not fully optimized, particularly in transitioning consumers from awareness to loyalty stages.

DISCUSSIONS

Advertising Strategies in Local Market Context

The findings indicate that Teh Kota's advertising strategy is strongly shaped by resource efficiency and socio-cultural characteristics of local consumers. The dominance of word-of-mouth communication reflects a trust-based marketing system, where interpersonal relationships function as the main channel of diffusion. This supports previous findings that trust is a dominant factor in shaping loyalty in local markets (Wahyuningjati & Purwanto, 2024).

From a theoretical perspective, this pattern reflects relational marketing logic, where emotional proximity and social validation are more influential than formal advertising exposure. Consequently, consumer behavior is not primarily driven by message frequency but by perceived credibility within social networks.

Digital marketing usage remains limited and unstructured. Social media is not yet utilized as a strategic marketing asset but functions as a supplementary information channel. This condition indicates an early stage of digital transformation among MSMEs, where marketing practices have not yet shifted toward data-driven or algorithm-based targeting systems (Iswati et al., 2023; Suleiman et al., 2025). This limitation reduces competitive advantage in increasingly digitalized consumer markets.

Consumer Response to Advertising

Consumer responses indicate that advertising contributes significantly to awareness formation and initial purchase intention. However, purchase intention does not automatically translate into loyalty. Consumer retention is more strongly influenced by product experience, satisfaction, and perceived value consistency.

Word-of-mouth communication reinforces this mechanism by validating consumer expectations through lived experience. This suggests that advertising in Teh Kota's context functions primarily as a "trial generator" rather than a loyalty-building mechanism.

This finding highlights a structural gap between awareness creation and customer retention, indicating that advertising effectiveness depends not only on exposure but also on post-purchase satisfaction mechanisms.

Islamic Economic Perspective in Advertising Practice

From the perspective of Islamic economics, Teh Kota's advertising practices generally align with the principles of shiddiq (honesty), amanah (trustworthiness), tabligh (clear communication), and fathanah (wisdom). Promotional content is factual and does not involve exaggeration, thereby strengthening consumer trust and ethical compliance in marketing practices (Khoirudin et al., 2024; Siregar et al., 2026).

The principle of amanah is reflected in consistency between promotional claims and actual product conditions, reducing consumer dissatisfaction and reinforcing transactional credibility. This aligns with relationship-based ethics in Islamic business practices (Chong & Patwa, 2023).

However, the implementation of tabligh remains limited due to minimal depth in product communication, which is still restricted to basic promotional elements. Similarly, fathanah is not fully realized due to the absence of structured digital marketing strategy and long-term branding planning. This creates a gap between ethical compliance and strategic marketing sophistication.

Critical Evaluation and Strategic Limitations

Despite positive contributions to sales growth, several structural limitations are identified. First, dependence on word-of-mouth marketing creates vulnerability in scalability and geographic expansion. Second, fragmented digital marketing reduces competitiveness in increasingly platform-based consumer ecosystems.

Third, the absence of integrated marketing planning leads to inconsistent messaging across channels and branches. This condition suggests that while relational marketing remains effective at the local level, it is insufficient for long-term competitive sustainability without integration with structured digital strategies (Iswati et al., 2023; Suleiman et al., 2025).

Sales Growth and Advertising Effectiveness

Advertising contributes significantly to demand generation; however, its effectiveness is conditional. The increase in sales following promotional activities indicates a positive short-term impact. Nevertheless, fluctuations in performance suggest that advertising alone is insufficient to ensure stable long-term growth.

Advertising effectiveness interacts with internal business variables such as cost structure, pricing strategy, and operational efficiency. Therefore, marketing performance should be understood as an integrated system rather than an isolated promotional function.

Overall, the findings confirm that advertising plays a catalytic role in sales growth, but sustainable performance requires integration between promotional strategy and broader business management systems.

4. CONCLUSION

This study concludes that Teh Kota's advertising strategy, implemented through social media, banners, price promotions, and word-of-mouth communication, has a significant impact on increasing sales volume in Probolinggo Regency by enhancing consumer awareness and stimulating purchase intention, thereby expanding market reach and customer acquisition. However, the effectiveness of advertising is not independent, as it is also influenced by external factors such as location, purchasing power, product quality, and operational efficiency, as reflected in the increase in sales from Rp25,356,700 before promotional optimization to Rp35,844,100 after promotion, representing a 41.36% increase. From an Islamic economic perspective, the advertising practices generally align with the principles of shiddiq, amanah, tabligh, and fathanah, although their implementation remains relatively simple and requires further systematic development. This study contributes to Islamic marketing literature by showing that integrating sharia values with advertising strategies can strengthen consumer trust and business sustainability, while practically offering guidance for MSMEs in designing ethical and cost-effective promotional strategies. Nevertheless, the study is limited to a single MSME within a specific regional context, so future research is recommended to conduct comparative studies across industries and to explore the role of structured digital marketing and integrated sharia-based marketing systems in enhancing long-term business performance.

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