

Digital Information Media of the Salman ITB Halal Center in improving Marketing Performance of Halal Lecture Program

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Abstrak. *The community can make wise use of the existing communication media as well as the growing communication media. The era of connectivity brought many changes to the communication media which is currently known as digital media. Digital media provides many opportunities and advantages for finding and sharing information. The purpose of this research is to look at the digital communication media used in the Halal Lecture program and to see the digital marketing communication process carried out by the Halal Salman ITB center regarding the Halal Lecture program. The research method used is qualitative with a case study approach. As for the results of this research, the digital information media Instagram is used by the Salman Halal Center ITB to inform and market the Halal Lecture program by paying attention to the elements of the message's purpose. Information and persuasion is conveyed through an e-flyer posted on the official Instagram @salmanitb. Not only that, the public also participates in digital marketing through Whatsapp broadcast messages, personal Instagram stories and Whatsapp stories. Ease of access and reach of digital media are benefits that can be obtained by users, therefore digital media can be applied in various fields of activity ranging from education, campaigns, entertainment, to marketing.*

Keywords: *Information Media, Digital Media, Digital Marketing, Halal*

INTRODUCTION

Information has many purposes, whether it is informative, educational, persuasive, or even just entertainment. Based on those purposes, informing strategies by the communicator is very important. The communicator is necessary to pay attention to how information delivers and how to convey the audience by the data. Data is collecting into information then transferred through the use of information media and the information send properly. So, the contents of the information have a selling value and meaningfully in the minds of the audience. Information will be sought by everyone according to their individual needs. This need is a basic human life requirement (Kotler & Keller, 2016).

The information processing process begins with collecting data. And data that has become information will be used by the community as a source that can increase knowledge (Ramdhani, Prijana, & Rodiah, 2017). Increasing public knowledge in this case because every message that contains information will become a critical point for managing what you want to know and need. Information can change people's thinking, behavior, decision-making, and knowledge with the various things it receives. So, the accuracy of the information needs to be considered because inaccurate information will hinder the decision-making process (Darmawan, 2012). This also requires the concern of everyone who is looking for and receiving information to be able

to filter information first. A wise society, of course, will not accept any available information when the clarity of the information is not yet valid. Information search will be carried out by everyone or even groups to meet their needs and under the goals to be achieved (Syawqi, 2017). There is an information retrieval model from Wilson which discusses people's needs to fulfill their various needs by searching for the information themselves. In this model, there are several stages in problem-solving, namely information seeking, information searching, and the use of information related to several stages that can solve problems to achieve goals. The stages begin with an introduction to the problem at hand, problem definition, problem resolution, and statement of solutions if needed (Wilson, 2000). Searching for this information can be done through various sources of information and communication channels directly or through communication media (Riani, 2017).

Along with the development of communication media, it is easier for the public to manage and receive information. This information processing is in line with the development of information technology which currently influences the development of mass media with the presence of digitalization-based media channels (Putri, Hamdan, & Yulianti, 2017). The development of this communication media is known as new media or digital media of which the types also vary. Nowadays everyone easily uses communication tools connected to the internet, anywhere and anytime. Most of the people's activities are currently connected to the internet, starting from communication, conducting remote work processes, conducting distance learning, digital marketing to the sales process which is currently online. Based on the results of a survey conducted by the Indonesian Internet Providers

Association (APJII) in 2019-2020, it shows that as many as 196.71 million internet users out of a total population of 266.91 million Indonesians or 73.7% of the people already use the internet for their lives daily (APJII, 2020). The survey data have shown, that the development of communication media is currently so fast and almost more than half of Indonesia's population has used internet-based facilities for their lives. This is also due to the nature of the internet which can share and receive information without any boundaries which hamper the information process because currently receiving and sharing information can not only be accessed from computers but cell phones, all access can be done (Nugraha & Akbar, 2018).

The development of digitalization-based communication media has brought many changes and conveniences in various sectors of activity. One of the fields that take advantage of the development of communication media is in the realm of marketing products for branding for each program and activity carried out. Branding is the main thing so that people know and are willing to try what producers have to offer. The importance of branding activities is to differentiate between one product and another so that people can calculate each similar product (Afrilia, 2018). Branding is a part of the marketing communication process that uses the media as a means of carrying out these activities. Media on digital is one of the media that is now widely used because digital media offers various features and types that can be used according to needs and communication systems that can be done in two or more directions (Moriansyah, 2015).

In online marketing communication activities, there is a consumer path scheme as a target of what is informed to everyone with the 5A concept as developed by (Kotler, Kartajaya, & Setiawan, 2019),

TABLE 1. Mapping of Customer Paths Through Digital Marketing Communications

Stage	Process
Aware	Customers passively receive brand information from past experiences, marketing communications, and or advocacy of others.
Appeal	Customers will process the messages received, create short-term memories or strengthen their long-term memories, and become interested in some shortlist of brands that come to mind.
Ask	Customers are actively looking for more information regarding the brand to friends, family, or directly on the related brand. this is driven by their curiosity.
Act	Reinforced by the amount of information received, the customer decides to buy a brand.
Advocate	From time to time, customers develop loyalty to the use of a brand. It is reflected in the repurchase and ultimately advocacy to others.

(Source: Kotler, Kartajaya, & Setiawan, 2019)

namely Aware, Appeal, Ask, Act, and Advocate. This stage has an end goal, namely loyalty to make purchases. These stages are more detailed in TABLE 1.

In the online media marketing communications field, the process that is emphasized by business actors is more on consumer understanding of the digital promotion tools that have been implemented by the company. The hope is that through this online media, the public will easily obtain company and product information, are interested in taking a long time searching for information on these online tools, and choosing the company's online media as a reference for their search for their needs. The purpose is to persuade so that they can advocate for other communities. Digital media can increase public perception of the brands, because of the nature of digital media that is up to date and easily accessible anytime and anywhere (Adetunji, Rashid, & Ishak, 2018). Understanding the use of digital media must be initiated from the producer by understanding the use of digitalization-based technology and skills in managing messages so that they look attractive and easy to understand (Gartanti, Triwardhani, & Putra, 2020).

The process of marketing communication through digital media is not only limited to profit companies that

produce products (tangible) that can be sold, but non-profit companies engaged in services can also apply the concept of digital marketing communication, one of which is the Salman Halal Center ITB in informing them. every activity program to be implemented. One of the main programs of the Salman ITB Halal Center is the Halal Lecture. This program provides education and understanding for business actors and the general public regarding the critical point of halal value of a product that is often found and used, ranging from food, cosmetics, to good and correct sales strategies according to Islamic law. The value of halal is one of the virtues in producing, selling, consuming, and how to get it, because halal is part of a lifestyle that has been regulated by Islamic teachings and has a very good purpose for the course of human life (Wajdi, 2019).

The Salman ITB Halal Lecture Program uses various digital media platforms as a means of communication, information, and persuasion as a form of marketing to the public to want to participate in the program. The communication process carried out to inform and market the ITB Salman Halal Lecture program will be packaged attractively according to the portion of the activities that will be carried out through

various digital media ranging from the Official Facebook of the Salman Mosque ITB, Official Instagram @salmanitb, and the Salman ITB website. Digital media is carried out as well as content is packaged in an attractive form with a combination of images and information elements related to the halal value point of a product, information related to free registration for participants, information about resource persons who will present material in Halal Lectures, the number of participant quotas, schedule of activities, as well as persuasion with sentence elements which show that the knowledge of the Halal Lecture program is very important to be implemented in everyday life. This is done by the Salman ITB Halal Center because every communication process will depend heavily on its delivery strategy and the stimulus provided to the public as the target of marketing communication activities carried out (Triwardhani, Trigartanti, Rachmawati, & Putra, 2020). By understanding and applying these elements, any information conveyed will be an opportunity for the community to accept and participate.

In the implementation of the Halal Lecture program, the public will be given an understanding from credible sources of the halal values of the product. The value of understanding halal products is important because the public or consumers are the main targets in the trade industry because they are the main buyers and users of each marketed product (Sukesi & Akbar Hidayat, 2019). Providing education in the Salman ITB Halal Lecture program is carried out in the form of face-to-face classes so that participants can easily understand every material presented by the speakers. Not only limited to halal products that are directly consumed by the community, but this program is also important for business actors for production to post-sales that are under halal values.

From the explanation above, the research with the title Digital Information Media of the Salman Halal Center ITB in Marketing the Halal Lecture Program has a goal, namely to find out the digital communication media used in informing the Halal Lecture program and to find out the digital marketing communication process carried out by the Salman Halal Center ITB related to the Halal Lecture program. Besides, this research was conducted because of its uniqueness, namely the Halal Lecture Program which is not held in other Halal Center institutions so that the public will gain a lot of new knowledge. From each material presented in the implementation of the program, besides that not many parties have realized the importance of halal knowledge to a critical point so that it is the urgency of the ITB Halal Center to educate the public, Muslims, and business people.

METHOD

This study used a qualitative method, as according to Krik and Miller, that the qualitative method is fundamentally carried out by observing directly in the field and being directly involved with the people who are discussed in their research (Moleong, 2012). In line with this, researchers went directly to the field by observing and participating in Halal Lecture activities for the process of observing each step of the activity of the program, then researchers conducted interviews with the subjects of this study. The approach in this research is a case study that presents an extreme case or the presence of unique values that can be used as a basis for conducting this research (Yin, 2015). The unique values in this study are that the process of activities of the halal lecture program is carried out such as lectures or face-to-face education with the presentation of material, assignments, and also discussions. The Halal Lecture

Program is held without any fees so that the enthusiasm of the community is so high and eagerly awaits the event in each period. The communication media used by the Salman Halal Center ITB in informing and persuading the public through digital media has its challenges between the segmentation of halal studies and also the segmentation of the media used, but this can be denied by a large amount of public enthusiasm for their interest in participation this program. The lecture program provides understanding to the participants by educating the critical points of halal products, from food, cosmetics, to good and correct sales strategies according to Islamic law.

The subjects in this study were the management of the ITB Salman Halal Center and the Salman ITB Halal Lecture Program committee. While the object in this study is the digital information media used in marketing the Halal Lecture program. In this study, data was collected through a process of direct observation to the field during the Halal Lecture Program and observations on digital media used as a means of communication, information, and marketing of the Salam ITB Halal Lecture program. Not only that, but data was also collected through an in-depth interview process to participants in the ITB Salman Halal Lecture program who of course obtained and sought information from digital media used by the Salman ITB Halal Center and interviews were also conducted with the management of the Halal Salman ITB center as the organizer of the Halal Lecture program.

RESULT AND DISCUSSION

Program Information

Based on the findings in this study, which was conveyed by the daily chairman of the Salman ITB Halal Center, Ir. Dina Sudjana noted that the ITB Salman Halal Lecture program is a routine program held between January and March, and

this program is held in each period for 10 meetings with a duration of 2 hours per meeting. The general public can take part in the Halal Lecture program because it is open to those who already have a business or who are just starting a business. Not only that, people who want to deepen their knowledge of the critical point of the halal value of a product or business field can also take part in this Halal Lecture program. The halal value of an organization's products and services has now become a lifestyle for the Muslim community, especially those that must be implemented in every product consumed and used because consumption of halal food is currently the primary need for a Muslim (Mutmainah, 2018). Participants from the Halal Lecture Program who take part in this program from the beginning to the end of the session will be closed with an exam related to the material presented and will get a certificate as a Halal Lecture participant to test the participants' understanding while participating in the program.

Participants will be provided with several materials that are presented related to the types of halal products, products that are included in the halal category, and halal brands. Business actors are not only able to meet market demand, but also must carry the value of products and businesses that are good and halal (Jahar, 2015). So that the Salman ITB Halal Lecture program presents techniques in production so that it still has halal values that are useful for business actors and selling techniques ranging from capital to determining selling prices according to halal law. As a form of information and communication media between participants and the Salman ITB Halal center regarding the Halal Lecture program, Salman ITB uses digital media as a medium that is now considered practical and fast.

The digital media used by the ITB

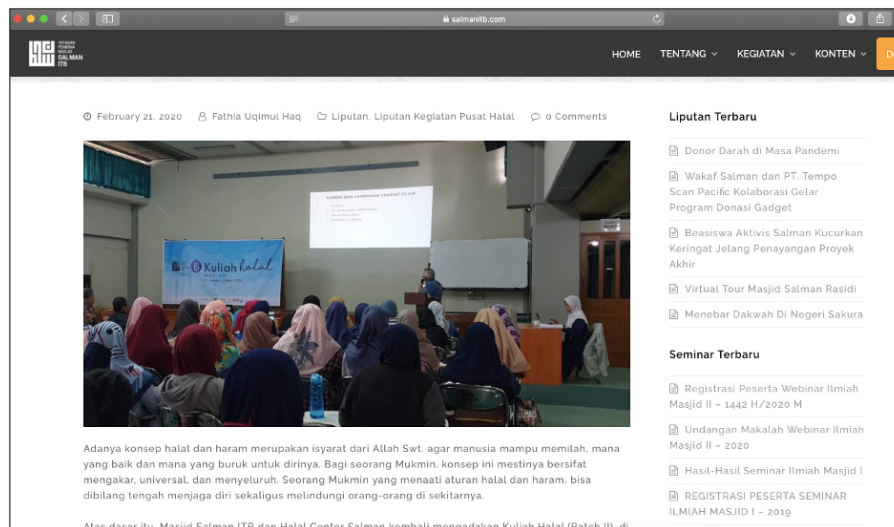


FIGURE 1. Publication Media for Halal Lecture Program Website
(Source: www.salmanitb.com)

Halal Salaman Center through the official website media facilities from Salman ITB on the page, www.salmanitb.com reports that this program is a routine activity of the ITB Salman Halal Center Institute. The news on the website is also informed about the time of implementation, resource persons who fill in the material, and the benefits of the program so that it is carried out regularly every year. From the news on the website, it will help foster a sense of confidence in the community regarding the Halal Lecture program in the application of daily life. In essence, humans will interact and need a product and service to meet their needs, both for food, food, and shelter, these three concepts will be reviewed in the Halal Lecture program.

The news on the website www.salmanitb.com can show that the Halal Lecture program is in great demand by the public and as a program that deserves to be followed in the current era. Discussions regarding the study of the halal value of products and business implementation can be accepted by the community as an understanding and also a form that can be implemented. Through the news on the website media, it was conveyed that the enthusiasm of the community

was so high, that 130 participants from students, lecturers, and UMKM activists participated in the batch II Halal Lecture program which is a routine program held in the 2020 period in January (Salmanitb, 2020)

The results of researchers' observations on other digital communication media used by the Salman ITB Halal Center in informing the implementation of the Halal Lecture program, namely by utilizing the official Instagram Salman ITB provides information on the Halal Lecture program in the form of an e-flyer and how to register for people who are interested in participating in it. The message is clear and there is an element of persuasion conveyed through the Instagram media so that the public is interested and willing to participate. Digital media Instagram is currently widely used as a means of information and digital marketing because of the various features offered to users to be able to operate it easily. Various features that are relatively easy to operate allow marketers from profit or non-profit companies to manage their accounts according to their needs and desires (Kusuma & Sugandi, 2018).

Information Search and Appeal

The features and conveniences of the Instagram media make it one of the factors of the ITB Salman Halal Center in informing the Halal Lecture program through Instagram digital media. Followers of the @salmanitb Instagram account will know that the Halal Lecture program is being held and followers of the official Instagram @salmanitb may repost or share the post with their colleagues via their personal Instagram account or other digital media. As with the results of interviews with participants in the Halal Lecture program who stated that they got this information from seeing their colleagues' posts on the Whatsapp story and Instagram story.

Organizations that are engaged in profit or non-profit such as the Halal Center Institute Salman ITB utilizes digital media as a means of information and marketing for the Halal Lecture program which is shown in FIGURE 1 below because it is in line with the rapid development of technology and communication media. This development has brought many changes and facilities that are used by various fields and interests ranging from making friends, as a campaign program for a particular activity, to a product or service marketing program (Suryani, 2015).

Information is conveyed clearly and in detail on the digital media Instagram

from the Halal Lecture program, starting from the introduction of sources, registration time, implementation time, and the importance of these activities. The e-flyer posted on Instagram @salmanitb is considered capable of attracting participants to participate in the Halal Lecture program because most of the participants in the Halal Lecture program know the information about this program from the @salmanitb Instagram post.

Seeing the results of observations from Instagram @salmanitb on the posting of the Halal Lecture program shows that the number of likes and comments is so high and is considered capable of persuading the public to foster more curiosity by searching for information through the comments column through questions and answers related to the program. This is in line with Wilson's information-seeking model, that humans in fulfilling their needs and goals begin with information seeking, information searching, and the use of information through the stages of identifying the problem at hand, problem definition, problem resolution, and statements. solutions if needed (Wilson, 2000). People who find information on the Halal Lecture program will seek further information on the program through colleagues and also through the communication media used by sources to inform the program, namely through Instagram. This information search is



FIGURE 2. Digital Communication Media for Halal Lecture Program (Source: Salmanitb's Instagram)

carried out by the public by digging in the comments column or even deciding to register immediately.

Based on observations made by researchers on the 2019-2020 Halal Lecture program which began in January 2020, the response from the public was very enthusiastic about joining the Halal Lecture program. Based on data obtained from the Halal Lecture Program committee for the 2019-2020 period, the number of applicants who exceed the quota is 191 registrants while the maximum quota of participants is 100 people. The committee decided to accept as many as 129 participants for that period based on the consideration of adjusting the number of applicants, while the rest of the applicants who did not enter the quota would be used as reserve participants, this was stated by Fitri as the Halal Lecture committee.

Act and Advocate

Not only through Instagram @salmanitb, but participants who have participated in this program before, based on the findings of researchers from the Halal Lecture Program committee, will get further period program information through direct Whatsapp messages. Besides, participants also received information from their colleagues' posts who had participated in the previous Halal Lecture program, with a Whatsapp broadcast message. The communication process carried out through Whatsapp digital communication media can be done in two directions between the source and the recipient. The recipient can carry out a further communication process when there are several points of marketing information on the Whatsapp media that need to be asked or further information (Priantoro, 2019). In other marketing communication media, the communication process that takes place is on average more in one direction, due

to the unavailability of comment column services to ask questions that can be done by the public.

Apart from the Whatsapp broadcast messages of colleagues who have participated in the Halal Lecture program in the previous period, the participants also received this e-flyer from the WhatsApp media group or community they participated in, such as the UMKM group where he was a member of the group. The process of disseminating it through community assistance or parties involved in the Halal Lecture program on the Whatsapp group is considered effective, because in terms of costs it is considered more economical, in terms of implementation stages it can determine the target segment and can determine the number of participants targeted in the program. However, it should be noted that if you use a process like this, that is, the credibility and history of the program being organized must be good in the eyes of people who have participated in the program (Hafiar & Lukman, 2018). The public's concern to participate in informing and also persuading the Halal Lecture program through broadcast messages and making posts on personal digital media accounts is classified as a social movement that embodies concern for changes in people's knowledge and perspectives. Social movements in digital media can be considered effective in attracting public attention (Dewantara, 2015).

Information Media and Digital Marketing

The communication media used to inform and also persuade the public needs to be made attractive and easily understood by the community for the information. This is in line with the findings of researchers that participants felt that the digital communication media used by the Salman Halal Center ITB in

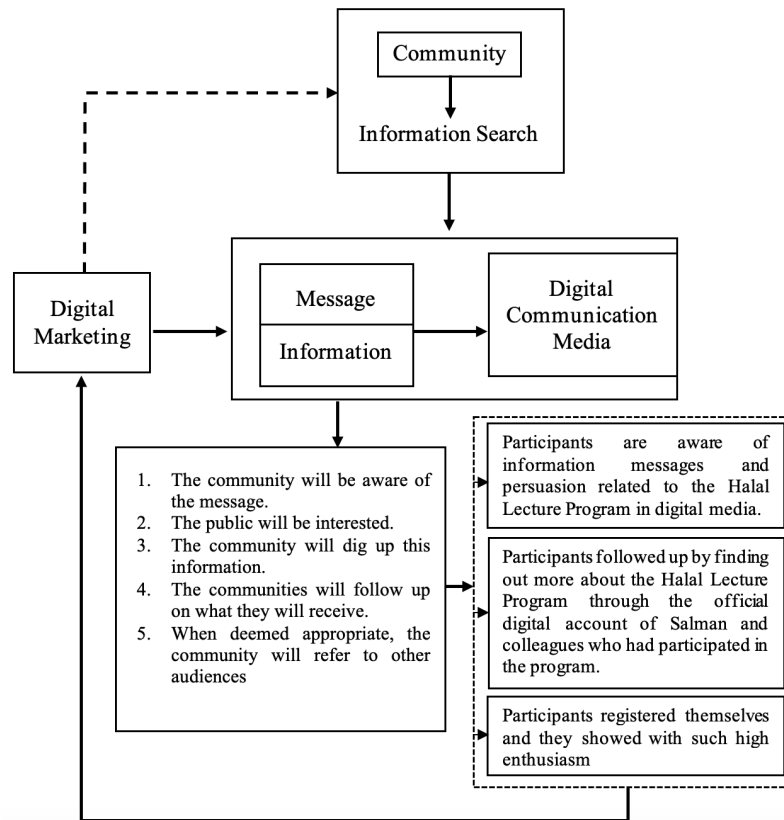


FIGURE 3. Chart of Information Media and Digital Marketing Digital Halal Lecture at Salman ITB (Source: Research Team)

informing and also marketing the Halal Lecture program were considered easy to understand and interesting from the design concept and appearance of the e-flyer. In the process of delivering messages to communicants through various media, the responses of the communicants from the messages conveyed will be reviewed in the FIGURE 3

This picture shows that in the digital marketing process, there are messages and information that will be conveyed to the public as the target market of the organization. This digital marketing process is of course through the use of digital communication media which is currently growing with internet connectivity in every use. The use of digital communication media is to convey these messages and information to the public. People who know the message will not immediately accept it but will seek information first, starting

from the accuracy of the message and the benefits it can receive. This informative and persuasive message, if the public is interested, will seek further from various sources that according to the community can meet their needs. When the information is considered valid and useful, the community will act by participating in the message conveyed, even the final stage is to provide recommendations or references related to the message to colleagues or other communities. Furthermore, this cycle continues as in the initial stage. This is in line with the findings of researchers that when participants first received information related to the Halal course program, they would seek and obtain information through the communication media of the ITB Salman Halal Center, through colleagues who had participated in the program. In addition, people who have participated in the program will provide

recommendations to their colleagues through information dissemination by posting a status on their social media accounts.

Through these stages, it will be known what is the basis for public information needs and what digital communication media are in accordance with the target of the message to be conveyed. When you know this, the communication process that is built to convey informational messages and messages that are persuasive, such as the Salman ITB Halal Lecture program will be right on target and the purpose of the message is delivered. However, the process of communication through digital media can be continued by the public, as was found in the Halal Lecture program where people participate in disseminating information on the program through their digital media accounts. With such a process, of course, it will greatly assist the company or institution in targeting the segmentation of the program to be held and be able to reduce production costs for marketing activities. This is also a form of value from humanity and public concern for developing halal values in the life of Indonesian people.

The development of this technology brings more conveniences and changes in the behavior and ways of decision-making made by everyone because if it is properly utilized, technology is able to drive changes in society for the better. Social change can be changed with the application of digital media as a means of information and campaigns to mobilize the community (Rahmawan, Mahameruaji, & Janitra, 2020). In this study, the social change movement of the community to better understand the critical point of the halal value of products and the implementation of the business sector has been seen with the management efforts of the Salman ITB Halal Center to inform and persuade the

public about the Halal Lecture program carried out through digital media platforms owned by the institution. The use of the digital media platform is of course adjusted to the segments of the program to be implemented and along with the widespread use of digital media that is able to quickly bring information to the public. So that the ideal value of the use of digital media can be accepted by producers and the public if it is implemented properly and wisely as is done by the Salman Halal Center ITB to inform and persuade it as a form of digital marketing activities of the Halal Lecture program.

The research results show that there is still a public understanding of the halal value only from the use of raw materials for production, however the statement of Ir. Dina Sudjana from the Halal Lecture program, to provide an understanding of the public will be equipped with preliminary knowledge of religion and fiqh, to the critical value of raw materials and the sales process.

CONCLUSION

Based on the purpose of conducting this research, it can be concluded that digital communication media is used by the Halal Center of Salman ITB in informing the Halal Lecture program starting from information related to resource persons, registration information, registration schedule, implementation schedule, and benefits that can be received by participants after participating in the program. Information is presented clearly and in detail so that it is easy for the public to understand the meaning of the message in digital communication media. From what has been done by the Salman Halal Center ITB by implementing digital communication media as a medium of information, the research findings show that the participants of the Halal Lecture easily understand the messages

presented and the appearance of the digital communication media used as information media for the Halal Lecture program looks attractive.

Digital media used such as Instagram @salmanitb, apart from presenting information related to the Halal Lecture program, is also a digital marketing medium by bringing elements of persuasion messages to attract public interest in participating in the Halal Lecture program. The use of digital media that is implemented by the Salman Halal Center ITB as a means of communication, information and persuasion of the Halal Lecture program is considered effective because it is shown by the large number of registrants who exceed the quota. Not only that, but the participants also got information about this program from other digital media such as Whatsapp broadcast messages, both personal and group participants, Whatsapp stories, and Instagram stories of their colleagues who reposted the e-flyer from Instagram @salmanitb so that it made other people find out about this program and want to register as a participant in the Halal Lecture program.

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ACKNOWLEDGEMENTS

The author expresses his gratitude to Lembaga Penelitian dan Pengabdian Kepada Masyarakat (LPPM) Bandung Islamic University who has funded this research and to the Faculty of Communication Sciences, Bandung Islamic University who has provided the opportunity for the author to carry out this research. And thanks to the management of the Salman Halal Center ITB for giving them the opportunity and time to do research there.