

## Business development strategy for halal processed-food enterprises via social media in Kamal, Bangkalan

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**Abstract:** *This research aims to analyze strategies for Islamic business development via social media in the Salad Gemoy micro-enterprise, located in Kamal, Bangkalan. Utilizing a SWOT analysis approach for data collection, the study investigates how social media platforms like WhatsApp and Instagram, which have become crucial marketing tools in the digital age, particularly for Sharia-based businesses, can aid business growth. This qualitative research employed interviews, observations, and documentation to obtain primary data directly from the field. Findings reveal that the enterprise faces several challenges in leveraging social media to enhance its competitiveness, including limited digital marketing expertise and inadequate understanding of how to optimize social media for business development. This study seeks to analyze and formulate an Islamic business growth strategy for Salad Gemoy, guiding its optimal use of social media through SWOT analysis. Based on the research result, the Gemoy Salad Micro Business has used social media quite well as its business development. However, unfortunately Salad Gemoy still has weakness such as the lack of human resources in managing content on social media, therefore it is necessary to have someone in this field to upload content more often social media. From an Islamic Business perspective, the Salad Gemoy Micro Business is in accordance with the sharia compliance..*

**Keywords:** *Islamic Business Strategy; SWOT Analysis; Social Media; Micro-Enterprise*

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## Introduction

Advances in information and communication technology, especially social media, have catalyzed substantial change across various life domains, including business. Social media now serves as a powerful marketing tool for businesses of all sizes, including micro-enterprises. Platforms like Instagram and WhatsApp present substantial opportunities for businesses to expand their reach, attract new customers, and build stronger connections with their audience. In today’s digital era, social media is not merely a communication channel; it has become an essential avenue for marketing, sales, and brand development (Adeni, Agung Harahap, & Maychyudin, 2020). Indonesia, home to the world’s largest Muslim population, social media adoption for *Sharia*-compliant business practices is particularly relevant. The Madura region, with a predominantly Muslim population known for its strong adherence to Islamic principles, is seen as a model area for the practical application of Islamic regulations, especially concerning halal food standards (Qomaro, Hamamm, & Nasik, 2019). Islamic business ethics emphasize honesty, transparency, fairness, and mutual benefit in operations, aligned with teachings in the Qur'an and Sunnah that prioritize fair and halal trade (Ghofur, 2018). Integrating Islamic business principles with social media-based strategies could be an effective method for fostering business growth within micro-enterprises, expanding market reach, and increasing profitability. Micro, Small, and Medium Enterprises (MSMEs) are a vital component of the Indonesian economy, contributing 60% to the Gross Domestic Product (GDP) and employing 97% of the workforce, according to the Ministry of Cooperatives and SMEs (Sofyan, 2017). However, many micro-enterprises face significant challenges, such as declining sales, limited market access, and low motivation and knowledge in maximizing digital sales.

Based on data from the Department of Cooperatives and MSMEs, in 2022, the number of MSMEs in Bangkalan Regency, East Java is estimated to be around 19,000 active micro, small and medium enterprise units (Figure 1). However, there is no specific data regarding information on micro businesses with salad products in Bangkalan that actively use social media as a form of marketing, but currently there are 13,815 micro business units operating in the culinary sector (Bangkalan, 2024). Salad Gemoy is identified as a culinary business that is active on social media with a high level of customer engagement based on the activeness of the social media platforms it uses.

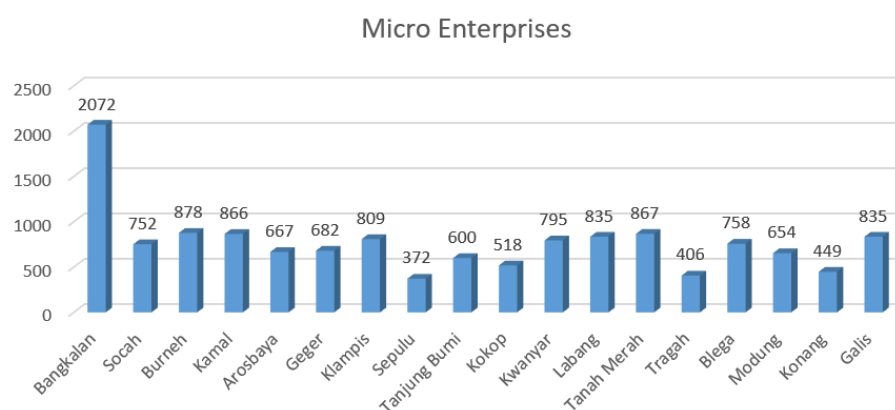


Figure 1 Number of micro businesses in the culinary sector in Bangkalan 2024

The younger generation, especially youth, are active social media users, frequently engaging on platforms like Instagram, TikTok, and WhatsApp. As of 2024, Indonesia had 212.9 million internet users—77% of the population—and 267 million active social media users, or 60.4% of the total population (Social, 2024). This high engagement offers businesses an extensive market for promoting

products, following lifestyle trends, and engaging with brands. Additionally, a growing trend toward healthy eating among young people aligns well with Salad Gemoy's product offering, which includes fresh fruit salads with health-focused toppings such as yogurt, honey, and mayonnaise.

Salad Gemoy, a micro-enterprise located in Kamal District, Bangkalan Regency, predominantly serves students from nearby Universitas Trunojoyo Madura. Established in 2022, the enterprise promotes healthy, halal food and utilizes social media platforms like WhatsApp and Instagram to boost product visibility through engaging content. However, Salad Gemoy faces significant challenges in optimizing social media for competitive advantage, hindered by limited knowledge of digital marketing strategies, resource constraints, and minimal awareness of maximizing social media's potential in business development (Sari, Yenny Sugiarti, & Mochammad Arbi Hidayat, 2022). A previous study, "The Implementation of Islamic Business Ethics in Supporting Sustainable Development Goals" by Nasrulloh (2022), focused on MSMEs in Madura, examining the alignment of Sharia-compliant business ethics with digital marketing management. In contrast, this research specifically investigates how a micro-enterprise uses social media strategy from an Islamic business perspective (Nasrulloh, 2022). This study seeks to determine whether Salad Gemoy can effectively use social media to grow its business in accordance with Islamic business principles, despite limited knowledge and resources in digital marketing. Hence, this research addressing how micro-enterprises can adopt social media strategies to expand their businesses within an Islamic framework.

This study employs a qualitative approach with a case study method, chosen to gain an in-depth understanding of how micro-enterprises conduct their daily business operations. The qualitative approach enables researchers to delve deeper into the business practices adopted by micro-enterprises, and through the case study method, researchers can identify real-life examples of how micro-enterprises navigate challenges and opportunities in the market. This qualitative approach is particularly suited for studies aimed at a comprehensive understanding of a phenomenon (Prasetia, 2022). For instance, the research examines the use of social media in the business development strategies of the Islamic micro-enterprise Salad Gemoy, located in Kamal, Bangkalan. This research aims to provide valuable insights for micro-enterprises in developing their businesses sustainably. The qualitative approach is specifically applied to understand how the micro-enterprise Salad Gemoy utilizes social media to grow its business in alignment with Islamic principles. This approach was chosen because the research focuses not merely on numerical measurements or statistics but rather on a broader contextual understanding of how Salad Gemoy uses social media. The case study method facilitates a detailed exploration of phenomena within a specific context, allowing researchers to examine and understand the complexity of the situation in depth (Ayuliamita, 2023).

To gather reliable and accurate data, this study employs several data collection techniques. Primary data, produced directly by the researchers from the source, includes observation, interviews, and documentation review, allowing for unrestricted and in-depth exploration (Sodik & Sandu Siyoto, 2015). The target respondents include the owner of the Salad Gemoy micro business, as well as the social media account manager, namely Anna Sabila, then Yayuk as the person in charge who coordinates operations, divides tasks and is responsible for financial reports. And also the production team, namely Nina, is responsible for producing goods and controlling the quality of materials.. Interviews aim to gather insights into how Salad Gemoy leverages social media in its marketing strategies and the respondents' perceptions of social media's effectiveness in supporting Islamic business principles. Additionally, secondary data—information collected and processed by other parties—supports this research. This type of data is used for further analysis and to substantiate the ongoing research (Patton, 2014). Sources include books, documents, photos, websites, and statistical data (Nugraha, 2014). Which serve as references in this study.

The data analysis techniques used are SWOT Analysis and Data Triangulation. Data collected

through interviews, observations, and documentation are analyzed using the SWOT method to identify strengths, weaknesses, opportunities, and threats (Qomariyah & Amad Nurfaizin, 2021). This analysis helps formulate business development strategies aligned with Islamic business principles through social media. The internal and external factors of the business are calculated using the IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) matrices.

The IFAS Matrix serves as an analytical tool that provides insight into a business's internal conditions, enabling the identification of strengths and weaknesses. Developing an IFAS Matrix involves several steps. First is internal identification, where factors that contribute to the internal dynamics of the business are recognized. Next is the assignment of weights to each factor, reflecting its significance to the business's success, with weights ranging from 0.00 to 1.00, such that the total weight for all factors equals 1.00. Factors with a larger impact on business success are assigned higher weights. After weighting, each factor is rated to indicate its strength or weakness; this is done on a scale from 1 to 4, where 1 represents a major weakness, 2 a minor weakness, 3 a minor strength, and 4 a major strength. This rating system provides a snapshot of the business's internal conditions and its approach to strengths and weaknesses. Then, each factor's score is calculated by multiplying its weight by its rating, indicating each factor's influence on the business's overall position. Finally, the weighted average total is determined for each variable. If the total average is below 2.5, the business is considered to have a weak internal position, while an average above 2.5 suggests a strong internal position.

Similarly, the EFAS Matrix is an external analysis tool used to assess a business's opportunities and threats. This matrix is developed by listing external factors, such as potential opportunities and threats identified during external audits. Each factor is then assigned a weight, reflecting its importance to the business; weights range from 0.00 to 1.00, with a total of 1.00 for all factors. Higher weights are assigned to factors that have a critical impact on business success. Ratings are also assigned, this time based on how effectively the business responds to each factor. The rating scale ranges from 1 to 4, with 1 indicating a very poor response to a threat or opportunity, 2 for poor, 3 for good, and 4 for a very effective response. Each factor's score is calculated by multiplying its weight by its rating, reflecting the influence of each external factor on the business. The weighted total for all factors is then calculated, determining the business's overall external position. A score above 2.5 suggests that the business is effectively leveraging opportunities and managing threats, while a score below 2.5 indicates significant external challenges (Mutiar, 2021).

Data triangulation enhances the validity and reliability of research findings. By comparing and cross-verifying information from multiple sources (interviews, observations, and documentation), triangulation reduces bias and provides a more comprehensive understanding of the phenomenon under investigation (Rosmita, et al., 2024).

## **Methods**

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## Results and discussion

### 1. Business in Islamic Perspective

In Islamic thought, business is not solely a means of financial gain but also a form of worship aimed at attaining eternal happiness in the afterlife. Within this framework, the emphasis is on pursuing legitimate profit while maximizing social benefit. Al-Syaibani, a renowned Islamic economic thinker, defines work as a means of earning income through lawful avenues, noting that working is a practice taught by previous prophets and that Muslims are encouraged to emulate their lifestyles (Abd Kholik Khoerulloh, et al., 2020). Conducting business in Islam is guided by specific principles and requirements. These include the conditions for those entering into a contract (*aqid*) and the contract's object (*ma'qud 'alayh*). The parties involved must be of sound mind (*baligh* and of sound judgment) and able to distinguish between what is lawful and unlawful (*mumayyiz*). The contract object must be pure, beneficial, owned by the contracting parties, transferrable, clearly defined, and physically available for transfer at the time of transaction. Islamic business practice also emphasizes six foundational principles that align with *sharia* requirements.

The first principle is *ilahiyah* (divine), rooted in the belief in the oneness of Allah. This principle underscores that everything on earth and in the heavens belongs to Allah, who allocates sustenance and guides each individual to success. In this context, humans are bound by the limits Allah has set, ensuring that all business dealings begin with the intention to please Allah and are conducted within the bounds of *sharia*. Consequently, a person operating under this divine principle is guided by Allah's commands and refrains from excesses or arbitrary actions. The second principle is *hurriyah* (freedom), which grants the contracting parties autonomy in forming agreements, including stipulating terms and conditions and methods for dispute resolution. A general rule in Islamic transactions (*muamalah*) is that everything is permissible unless expressly forbidden, allowing freedom in contract formation as long as the transaction is lawful and does not violate Islamic prohibitions.

The third principle is *al-musawah* (equality), ensuring that all individuals have an equal opportunity to enter into agreements based on equality and fairness. Both parties are entitled to equal rights and obligations, prohibiting exploitation or oppression by one party over another. The fourth principle, *al-'adalah* (justice), requires that all parties act honestly in disclosing their intentions, adhere to agreements, and fulfill their obligations. Any act contradicting justice, such as engaging in usurious transactions, manipulating measurements, or delaying debt repayment without just cause, is strictly prohibited. The fifth principle, *al-ridha* (consent), asserts that all transactions must be conducted willingly and consensually, with sincerity and goodwill on all sides. Transactions that involve deception, coercion, or ambiguity—conditions that may compromise mutual consent—are forbidden in Islamic *muamalah*. The sixth principle is *al-shidq* (honesty and truthfulness), whereby all parties must conduct

transactions truthfully and transparently, avoiding any form of deception. Additionally, transactions should have positive outcomes for both parties, the surrounding community, and the environment, while avoiding harm, wastefulness, or other detrimental practices (Soemitra, 2019).

## 2. *The History of Salad Gemoy Micro-Enterprise*

Under Indonesia's Law No. 20 of 2008, Micro, Small, and Medium Enterprises (MSMEs) are defined as productive economic entities owned by individuals or individual business entities that meet the criteria for microenterprises. Microenterprises are characterized as independently operating economic activities owned by individuals or entities that are neither subsidiaries nor branches of larger companies. Article 3 of this law states that the objective of MSMEs is to foster and promote equitable, democracy-based economic growth (Shofiyah & Lailatul Qodariyah, 2022). The journey of Salad Gemoy began when Ana Sabilla, the owner, launched her business from her home. What started as a home-based venture gradually gained popularity among Bangkalan residents, eventually leading to the establishment of an outlet on Trunojoyo Street, Kamal, adjacent to the Kamal military post.

Founded in 2022, Ana, a homemaker with a deep passion for fruit salads, had sampled various offerings from the Kamal area but found none that fully met her expectations. She thus decided to create her version, emphasizing freshness, premium fruit ingredients, and a creamy texture. Using social media for promotion and local couriers for delivery, Salad Gemoy quickly gained a loyal customer base. As demand increased, profits were reinvested back into the business to support its growth. Initially reliant on her household refrigerator, Ana later purchased a dedicated display cooler to showcase her fruit salads more attractively. As her business grew, so did her menu, expanding beyond fruit salad to include desserts such as buko pandan, ximilu, mango sticky rice, lemon-water fruit salad, milk cheese desserts, and various pudding varieties. In maintaining her brand's commitment to quality, Salad Gemoy sources premium ingredients, ensuring consistent flavors and high customer satisfaction. During Ramadan 2024, Salad Gemoy ventured into a new avenue by setting up a stand near the Kamal military post, introducing its new menu item, Es Teler Sultan 94, which was met with an enthusiastic response from the community. Es Teler Sultan 94 quickly became a popular treat among locals during Ramadan, boosting the brand's visibility and recognition across Kamal. The success of this seasonal offering led the owner to maintain the stand's operations beyond Ramadan, solidifying Salad Gemoy's position within the local market (Sabila, 2024).

## 3. *The Role of Social Media in Promoting Halal Products: A Case Study of the Salad Gemoy Micro-Enterprise*

In the realm of Islamic business development, pricing strategy serves as a fundamental element, governed by the principles of justice and balance to ensure fair practices that benefit both consumers and producers. Islamic principles emphasize setting prices that are reasonable and transparent, allowing sellers to earn a profit without unfairly burdening the buyer. In accordance with this, Salad Gemoy calculates prices by first determining the production cost, which includes raw materials, labor, and rental fees. This calculated approach helps strike a balance between business profitability and consumer affordability, thereby ensuring the price aligns with Islamic ethics of fair trade. Transparency in pricing on social media is also vital to the company's strategy, ensuring that all costs are openly communicated, with no hidden fees, adhering to the principle of *shiddiq* (honesty). Salad Gemoy provides clear and detailed pricing for all products on its social media, listing the types, sizes, and prices of each item offered.

Social equity and affordability are also crucial considerations for Salad Gemoy. By aligning pricing strategies with the economic conditions of its target market, Salad Gemoy makes its products accessible across different income groups, offering various price points for different portions or types of salads. This approach allows the brand to reach a broader customer base without compromising product quality, fulfilling the Islamic principle of fairness. In terms of raw material selection, Islamic business practices dictate the importance of sourcing ingredients that are both halal and *thayyib* (clean and pure). Salad Gemoy consistently prioritizes premium-grade ingredients, ensuring that all fruits and other ingredients are fresh, clean, and halal, meeting the highest standards for taste and quality. The enterprise carefully selects Grade-A fruits from verified suppliers, with all sources located in Kamal, Bangkalan, and Surabaya. This commitment to quality helps maintain the freshness and flavor of each salad, directly contributing to customer satisfaction. Salad Gemoy also sources ingredients like sauces and toppings from trusted, certified suppliers to ensure compliance with halal requirements.

Salad Gemoy’s marketing strategy integrates both offline and online channels to effectively reach its audience. Offline marketing occurs through a home store in Perumahan Talon Permai and a stand located on Trunojoyo Street. Meanwhile, online marketing leverages social media with engaging and informative content that upholds Islamic values. Content includes health-focused messages promoting halal and nutritious food, transparent posts about the salad-making process, and customer testimonials. By showcasing hygienic production practices and sharing customer reviews, Salad Gemoy reinforces consumer trust and engagement. Seasonal promotions, such as those offered during Ramadan or Independence Day, further enhance consumer interaction and build loyalty (Yayuk, 2024).



Source: Salad Gemoy’s WhatsApps  
(a)



Source: Salad Gemoy’s Instagram  
(b)

Figure 2 Salad gemoy’ pricelist (a) and instagram feeds (b)

Product distribution is also managed with care to ensure smooth delivery to consumers. Salad Gemoy offers both direct and online ordering options via WhatsApp and Instagram (Figure 2), with deliveries handled by Salad Gemoy’s team. The delivery fees vary depending on the distance, ensuring compliance with Islamic distribution principles by maintaining clear, efficient channels to deliver products seamlessly to consumers. Through its operations, Salad Gemoy exemplifies the conditions and foundational principles of Islamic business. As an adult of sound mind (*aqid*), the owner of Salad Gemoy meets the requirements of an Islamic business actor, demonstrating competency in discerning



halal and haram in all transactions. Additionally, the product being sold (*ma'qud 'alayh*) is inherently pure and beneficial, meeting Islamic standards that mandate that goods must be lawful, usable, and clearly defined in the transaction. All ingredients used are verified as halal, with certification from the Indonesian Ulema Council (MUI), and the products are well-defined and physically present at the time of sale (Yayuk, 2024). Salad Gemoy integrates core Islamic business principles into its practices. The principle of *ilahiyyah* (divine accountability) is evident in the company's commitment to maintain the halal integrity of its products, recognizing that all sustenance is granted by Allah and striving to operate with His approval. The principle of *hurriyyah* (freedom) allows consumers to customize their salads to their preferences, illustrating the autonomy of both buyer and seller within Islamic guidelines. Adherence to *al-'adalah* (justice) is reflected in Salad Gemoy's fair pricing, carefully calculated to ensure no party is disadvantaged. The principle of *al-ridha* (mutual consent) is upheld by ensuring transparent communication, providing all necessary product information, and ensuring that customers can make purchases without coercion. Finally, *al-shidiq* (honesty) guides Salad Gemoy's promotional practices on social media (Figure 3), with all product information truthfully presented. No attempt is made to exaggerate or misrepresent product quality, aligning with the Islamic emphasis on honesty and transparency in all business dealings.



Source: Salad Gemoy's Instagram

Figure 3 Salad gemoy' insight instagram

The Table 1 shows how many sales data points are included with sales made through social media. Using a promotion system with a sales strategy of advertising to Instagram (IG) and WhatsApp (Wa) accounts. This kind of sales technique significantly increases the quantity and value of sales. According to the analysis, the promotional strategy implemented by Salad Gemoy is appropriate, but promotion via social media must be further improved so that the product is more widely known by the public.

#### 4. A SWOT Analysis on Salad Gemoy Micro-Enterprise: Describing the Internal and External Strategic Factors

A SWOT analysis is a strategic method for assessing a business's internal and external factors, providing insight into its current position and guiding the development of strategies to foster growth. For Salad Gemoy, a micro-enterprise focusing on healthy food products, the analysis reveals the strengths, weaknesses, opportunities, and threats shaping its business environment. Salad Gemoy's

strengths lie in its diverse range of healthy salad options, combining innovative marketing strategies that engage consumers both directly and online through appealing social media content. The enterprise maintains high standards for ingredient quality by using fresh, premium products at affordable prices. Furthermore, it adheres to Islamic business principles, emphasizing honesty and transparency, which strengthens consumer trust. Additionally, Salad Gemoy's certification from the Indonesian Ulema Council (MUI) reinforces the halal status of its products, and its personalized service allows customers to customize their orders, enhancing satisfaction and loyalty. However, the business faces certain operational weaknesses that limit its growth potential. The salads are perishable, requiring freezer storage to maintain freshness over several days, and the daily production capacity is limited, sometimes resulting in customer dissatisfaction when products sell out. A lack of dedicated staff for managing social media content restricts online engagement, and the enterprise faces competition from other businesses offering similar products, given the simplicity of fruit salad preparation.

Table 1 Online sales data via social media in september and october 2024

Product	Size	September				Total	October				Total
		1	2	3	4		1	2	3	4	
Fruit Salad	XL (750ml)	5	15	2	10	32	12	20	5	13	50
	L (500ml)	2	3	-	10	15	6	30	20	10	66
	M (300ml)	-	1	-	22	23	5	2	10	23	40
	S (200ml)	2	-	10	-	12	30	15	10	10	65
MilkCheese Strawberry Sago	Cup M	-	5	3	4	12	10	5	10	15	60
MilkCheese Mango Sago	Jar	-	10	3	7	20	2	12	15	19	48
MilkCheese Avocado Sago		-	2	5	3	10	13	4	10	15	27
Creamy Dessert Buko Pandan	M	-	-	5	-	5	3	1	-	10	14
	Jar	3	-	5	-	5	2	10	10	1	23
Creamy Dessert Ximilu	M	2	14	10	15	42	12	10	20	15	57
	Jar	1	2	10	-	12	1	1	15	20	37
Mango Pudding Fruit Salad	M		2	10	10	22	10	3	11	15	39
	Jar		2	10	5	17	10	20	12	12	54
Pickled Sauce	M			15	10	25	10	20	20	5	55
	Jar			-	10	10	3	5	6	10	24
Mango Sticky Rice	-	2	2	4	-	8	5	5	5	10	25
Chocolate Fruit Salad	-	-	-	-	-	-	-	-	-	10	10
<b>Total</b>						<b>270</b>					<b>694</b>

Salad Gemoy has significant opportunities arising from its strategic location near the University of Trunojoyo Madura, residential neighborhoods, and various institutions, which generate steady foot traffic. Demand for the product tends to increase during special occasions, such as Ramadan, Eid, and New Year's, contributing to peak sales periods. Additionally, Salad Gemoy operates daily, providing customers with accessible healthy options throughout the year rather than seasonally. Despite these opportunities, several external threats challenge Salad Gemoy's stability. Seasonal fluctuations affect the availability of fresh fruit, which complicates sourcing key ingredients. Changes in consumer preferences also pose a potential risk, particularly as trends in health-conscious eating evolve. Lastly, competition from nearby fruit salad vendors creates market pressure, compelling Salad Gemoy to differentiate itself to maintain its customer base.

Through this SWOT analysis, it is evident that Salad Gemoy's strengths and opportunities outweigh its weaknesses and threats, suggesting a strong foundation for continued growth. The business can enhance its resilience by leveraging its strengths to address weaknesses and capitalize on opportunities, ultimately navigating its challenges with strategic foresight and adaptability.

### 5. Analysis of Internal and External Strategic Factors

To obtain accurate results in the SWOT analysis, it is essential to create a table detailing the internal and external factors for the Salad Gemoy micro-business. The Internal Factor Analysis Summary (IFAS) helps the company understand the internal factors that constitute its strengths and weaknesses. The IFAS score evaluates the internal strength of a business. The External Factor Analysis Summary (EFAS) analyzes external factors that create opportunities or threats from the surrounding environment. For easier assessment, the internal strategic factors (IFAS) shows in Table 2 and external strategic factors (EFAS) shows in Table 3.

Table 2 Internal faktor analysis (IFAS)

No	Internal Factors	Weight	Rating	Score
<b>Strengths</b>				
1.	Healthy products with various options	0,16	4	0,64
2.	Adheres to Islamic business principles	0,15	3	0,45
3.	Use of high-quality, fresh, premium ingredients	0,17	4	0,68
4.	Marketing via social media for online and offline promotion	0,19	3	0,57
5.	Certified halal by Indonesian Ulema Council (MUI)	0,11	2	0,22
<b>Weakness</b>				
1.	Product shelf-life limitations outside of freezer storage	0,06	1	0,06
2.	Limited daily production, unable to meet market demand	0,08	2	0,16
3.	Limited HR for social media content management	0,08	2	0,16
<b>TOTAL SCORE</b>		<b>1.00</b>		<b>2.94</b>

Based on the table above, the total strength score is 2.56, and the weaknesses score is 0.38, bringing the overall internal score to 2.98. This total score reflects the internal conditions of the Salad Gemoy micro-business.

Table 3 Eksternal faktor analysis (EFAS)

No	External Factors	Weight	Rating	Score
<b>Opportunities</b>				
1.	Strategic location	0,20	4	0,80
2.	Growing trend for healthy food consumption	0,15	3	0,45
3.	Increased demand during special occasions	0,15	3	0,45
4.	Business open daily, including weekends	0,12	3	0,26
5.	Consumption possible at any time, not season-specific	0,10	2	0,20
<b>Threats</b>				
1.	Availability of seasonal ingredients	0,09	2	0,18
2.	Changing consumer preferences	0,10	2	0,20
3.	Competition with similar products	0,10	1	0,10
<b>TOTAL SCORE</b>		<b>1.00</b>		<b>2.64</b>

Based on the table above, the opportunity score is 2.16, while the threats score is 0.48, with a total external score of 2.64. This score reflects the external conditions of the Salad Gemoy micro-

business. Thus, based on the results of the internal and external factor analysis using the IFAS and EFAS matrices, it can be concluded that the business is in a strong internal position with a score of 2.98 and a favorable external environment with an overall score of 2.64. This suggests that the company has successfully leveraged opportunities, mitigated threats, and used its strengths strategically to minimize weaknesses. The overall assessment indicates that Salad Gemoy has more pronounced strengths than weaknesses and more opportunities than threats.

#### 6. *Alternative Strategies for Salad Gemoy Micro- Enterprise Development*

Based on a comprehensive SWOT analysis, this study explores potential strategies to enhance the growth of the Salad Gemoy micro-enterprise. By integrating the four quadrants of the SWOT matrix (Table 4), this research identifies specific actions that can be taken to leverage strengths, mitigate weaknesses, seize opportunities, and counteract threats. The SWOT matrix is a strategic planning tool that evaluates an organization's internal strengths and weaknesses, as well as external opportunities and threats.

Table 4 SWOT Matric

Internal Eksternal		Strengths	Weakness
		Strategy S-O	Strategy W-O
Opportunities		<ul style="list-style-type: none"> <li>○ Salad Gemoy can promote its premium fruit salad products by leveraging educational content on social media to emphasize the importance of a healthy lifestyle. Engaging content such as quizzes and giveaways can also be utilized to foster audience interaction.</li> <li>○ Collaborations with university student communities for offline events, such as sponsorships, can significantly expand the business's reach.</li> <li>○ Maintaining a high standard of product and service quality is crucial for attracting and retaining customers.</li> <li>○ Enhancing teamwork and financial management is essential for achieving long-term business objectives.</li> </ul>	<ul style="list-style-type: none"> <li>○ Digital marketing training is essential for enhancing the team's proficiency in social media marketing.</li> <li>○ To address the limitations of internal resources, Salad Gemoy can recruit freelancers or interns to manage social media accounts. This strategy allows for more frequent and consistent delivery of high-quality content, fostering stronger customer engagement.</li> <li>○ Cultivating positive and mutually beneficial relationships with customers and other sellers is a cornerstone of the business's success.</li> </ul>
Threats		Strategy S-T	Strategy W-T
		<ul style="list-style-type: none"> <li>○ To remain competitive in an increasingly crowded market, Salad Gemoy should prioritize enhancing product quality and customer service. The premium nature of its fruit salad ingredients should be emphasized as a key competitive advantage.</li> </ul>	<ul style="list-style-type: none"> <li>○ Enhance consumer awareness of the significance of both healthy and halal food options.</li> <li>○ Safeguard the company's reputation by consistently</li> </ul>

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Additionally, the business should provide customer service that aligns with Islamic principles, such as being courteous on social media and in-store.

- Implementing a loyalty program or offering exclusive discounts to repeat customers can foster customer retention.
- Salad Gemoy should expand its digital footprint to include various platforms. Beyond Instagram, the business could leverage TikTok, Facebook, and YouTube for video content creation.
- To mitigate the risk of hygiene and safety concerns, Salad Gemoy should proactively promote its hygienic production processes through social media. Behind-the-scenes footage showcasing clean and transparent salad preparation can significantly enhance consumer trust.
- Halal certification and adherence to strict hygiene standards can serve as powerful selling points in marketing campaigns.

delivering safe and high-quality products.

- Continuously update product offerings to align with current trends and consumer preferences

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## Conclusions

The Salad Gemoy micro-business has successfully leveraged social media to develop its Islamic business. By adhering to Islamic principles such as halal products, hygiene, and honesty, the business has established a strong foundation. The SWOT analysis reveals that the business effectively capitalizes on its strengths and opportunities while mitigating weaknesses and threats. To sustain its growth, Salad Gemoy should continue to prioritize product quality, adapt to market trends, and enhance its digital presence

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