

Sustaining Customers in the Pandemic Period Through Shariah Marketing Strategy Based on Human Spirit

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Abstract

Covid-19 pandemic extends throughout the world and infects tens of millions of the world's population, not knowing caste, social status, position, education level, and economic strata. In Asia, the icon of trade center, Singapore is even threatened with bankruptcy because growth has been minus 41%. As a result all the finance ministers of these countries panicked and tried to carry out various economic stimulus to increase foreign debt. Then this is a bell coming tsunami of the world crisis that will paralyze the economy in the long run. Uniquely, the crisis not only plagued the financial sector, but also the real sector even small businesses. So whoever you are, whatever business you are in, you must be very good at anticipating. Carry out effective strategies to survive the crisis era. One strategy that can be applied is human spirit based marketing of sharia. Sharia marketing strategies based on human spirit are very compatible in the era of digital transaction media and in the midst of a pandemic atmosphere that changes consumer behavior to prioritize satisfying basic needs, which are not only related to physical needs, but also have spiritual values.

Keywords

Covid-19, consumer behavior, sharia marketing, human spirit.