

Sharia Marketing Strategy for Taman Ujung Soekasada Tourism Through Social Media in Boosting Regional Economy

(Case Study: Taman Ujung Soekasada, Tumbu, Karangasem District, Karangasem Regency, Bali Province)

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Abstract: Current technological advancements can be seen as opportunities by entrepreneurs in the business world. Taman Ujung Soekasada was built by the last king of Karangasem (1890-1945), whose original name was I Gusti Bagus Jelantik. Based on observations made at the location, people can easily access various tourist attractions around the world through social media. However, particularly in Bali, the local government and community show a lack of responsiveness to the marketing of Taman Ujung Soekasada. This research aims to explore how sharia marketing strategies through social media can enhance the local economy at Taman Ujung Soekasada. The method used in this research employs a qualitative approach. The results of this study indicate that the sharia marketing strategies implemented at Taman Ujung reflect realistic and humanistic characteristics. The conclusion and suggestion are that although the utilization of social media is recognized as crucial, there is a need for evaluation and strengthening of social media marketing strategies.

Keywords: Marketing strategy; Social Media; Ujung Soekasada Park

1. Introduction

1.1 Background

Tourism is one of the service industry sectors that Indonesia relies on to increase state foreign exchange earnings outside the oil and gas sector. During economic crises, the tourism sector is expected to be the fastest source of growth. This is not due to infrastructure damage, but rather security factors that cause international tourists to cancel their plans to visit Indonesia.

Marketing strategy is a social and management process that helps individuals and groups achieve their goals through the production, provision, and transaction of valuable goods with partners. The development of the digital era has intensified product competition, with buying and selling transactions now easily occurring online. Current technological advancements can be seen as opportunities for entrepreneurs in the business world. Entrepreneurs can leverage the internet to market their products through e-commerce.

Taman Ujung Soekasada is a park located about 5 km from the city center. This park is a legacy of the Karangasem Kingdom during the Dutch East Indies era. Taman Ujung is well-known as a water garden or water palace. Taman Ujung Soekasada was built by the last King of Karangasem (1890-1945), whose real name was I Gusti Bagus Jelantik. The park was also

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neglected around 2001. Therefore, in 2001, the Karangasem government took the initiative to save this royal heritage, with the permission of the owner of Taman Ujung Soekasada Karangasem.

Based on observations conducted at the Taman Ujung Soekasada Karangasem tourist site, according to the manager of the attraction, Mr. Ida Bagus Putra Manuaba, people can actually easily access information about various tourist destinations worldwide through social media. However, specifically in Bali, regarding Taman Ujung Soekasada, there is a lack of responsiveness from the local government, local community, and even domestic and local visitors towards the marketing of Taman Ujung Soekasada. Only a handful of people engage in marketing through social media, and many local residents or communities show a lack of attention and awareness in selling, especially near the Taman Ujung Soekasada tourist park.

2. Literature Review

2.1 Sharia Marketing Strategy

According to William Lawrence, "strategy" is an integrated, broad, and coordinated plan that connects the strengths of a business strategy through adaptation to environmental conditions, aiming to ensure the achievement of the organization's or business's core objectives. In another definition, Daft states that strategy is a systematic approach to managing resources and activities to compete effectively and achieve company targets. Marketing is a primary activity in running a business, whether small, medium, or large scale. From a sharia perspective, sharia marketing strategies are based on the Al-Qur'an and Hadith. Sharia marketing must avoid anything immoral or detrimental to customers. In reality, sharia marketing is not significantly different from the conventional understanding of marketing. As we understand it today, marketing is a science and art that involves the process of developing, delivering, and building relationships with customers, as well as maintaining relationships with stakeholders. Sharia values prevent marketing from moving towards "misconceptions," because there are principles that a marketer must adhere to. The characteristics of sharia marketing include several elements: divinity (rabbaniyah), ethics (akhlaqiah), realism (al-waqiiyyah), and humanism (al-insaniyah).

2.1.2 Rabbaniyah (Divinity)

Divinity refers to the full belief that every human action is supervised by Allah SWT. Therefore, every individual must behave as best as possible, not engaging in deceitful actions, tricking others, usurping the rights of others, or acquiring wealth unlawfully.

2.1.3 Akhlaqiah (Ethics)

Ethics means basing all actions on widely recognized moral principles. Even if their conscience says otherwise, a fraudster who mixes goods, hoards goods, or obtains others' property through deception will certainly be tempted to cheat due to the devil's allure, which contradicts ethics.

2.1.4 Al-Waqiiyyah (Realism)

Realism means not fabricating or lying, meaning acting in accordance with reality. Transactions must be based on reality and not create differences based on factors such as race, ethnicity, or tribe.

2.1.5 Al-Insaniyah (Humanism)

Humanism means valuing and respecting humanity and interpersonal relationships. Marketing aims to improve the quality of life and bring benefits. However, marketing activities should not disrupt the social order or disturb public welfare.

2.2 Social Media

Social media is a platform that allows people to create and share information and actively participate in social networking. Thus, social media is defined as a collection of software tools that connect individuals and groups to facilitate communication, teamwork, sharing, and group formation. Social media contributes significantly to introducing tourism products. This role is strengthened by the development of information technology, which allows for easy use of smartphones at affordable prices, and increasingly widespread internet access. According to Kotler, social media is a digital platform used by users to exchange information in the form of text, images, audio, and video, both with other individuals and with business actors.

3. Methodology

This study employs a qualitative research approach. The researcher chose Taman Ujung Soekasada, located in Tumbu Village, Karangasem District, Karangasem Regency, Bali 80811, as the research site. This location was selected because the researcher hoped to obtain significant and innovative findings, particularly concerning the issues of sharia marketing strategy through social media at Taman Ujung Soekasada Karangasem, Bali.

The data sources obtained include primary and secondary data. Primary data was collected by the researcher directly from the field at Taman Ujung Soekasada Karangasem, Bali, involving direct observation of the subject. Meanwhile, secondary data was gathered from relevant sources such as books, journals, and other literature related to this thesis topic. Data collection techniques used were observation, interviews, and documentation. Data analysis was performed through the processes of data reduction, data presentation, and conclusion.

4. Results and Discussion

4.1 Data Presentation

4.1.1 General Overview

a. Geographical Location of Karangasem Regency

Karangasem Regency is one of 9 regencies in Bali Province, located at the eastern tip of Bali island, extending from west to east at 8°00'00"–8°41'37.8" S latitude and 115°53'9.8" – 115°54'8.9" E longitude. The total area of Karangasem is 839.54 km², or 14.90% of Bali island's total area. The topography of the planning area varies greatly, including plains, hills, and mountains (including Mount Agung). The central part is an urban area. This regency also boasts an 87 km coastline, a portion of which has potential as a tourist area. Taman Soekasada Ujung, often called Taman Ujung, is one of Karangasem's long-standing tourist areas. Taman Ujung was built in 1909 by the then-reigning King of Karangasem, Anak Agung Anglurah Ketut Karangasem. As the manager of Taman Ujung Soekasada, Mr. Ida Bagus Manuaba explained the early establishment of Taman Ujung:

"This park initially served as a resting place for the royal family and a venue for receiving important guests and holding royal ceremonies. The construction of this park involved Dutch, Chinese, and local Balinese architects, creating a unique blend of European, Chinese, and Balinese architectural styles. The name 'Soekasada' itself means 'peaceful garden' or 'beautiful resting place.' Previously, this park was only used for royal interests and official events of the Karangasem Palace family. After being revitalized by the Cultural Heritage Preservation Center and the Karangasem Palace, the park began to be introduced to the public as a cultural and historical tourist destination, and it is now one of the tourism icons in East Bali."

b. Vision and Mission

The vision of Taman Ujung Soekasada is: "To become a leading cultural and historical tourist destination that combines natural beauty, classic Balinese architectural values, and a sustainable and globally competitive Karangasem royal heritage." Meanwhile, the mission of Taman Ujung Soekasada is:

- 1) To preserve the cultural and historical heritage of the Karangasem Kingdom through maintenance, restoration, and presentation of educational information to visitors.
- 2) To develop environmentally friendly and internationally standardized tourism facilities and services, without losing the values of Balinese local wisdom.
- 3) To increase local community participation in the management and development of the park as a form of economic and socio-cultural empowerment.
- 4) To establish strategic collaborations with tourism stakeholders, government, and cultural institutions to support sustainable promotion and management.

- 5) To encourage awareness and love for Balinese history and culture among the younger generation through educational and interactive activities.

c. Sharia Marketing Strategy through Social Media

In the sharia marketing process, Taman Ujung Soekasada tourism utilizes two characteristics out of several sharia marketing characteristics, namely:

- 1) Realism (Al-Waqiiyyah)

Realism means not fabricating or lying; it means acting in accordance with reality. Transactions are conducted in harmony with reality, without discriminating against people based on race, ethnicity, skin color, and so forth.

- 2) Humanism (Al-Insaniyah)

Humanism means respecting and honoring humanity and interpersonal relationships. Marketing aims to improve the quality of life and bring benefits. However, marketing activities should not disrupt the social order or disturb public welfare. Furthermore, in the context of marketing, it is important to avoid a greedy attitude that seeks to control everything, oppress, or harm others.

d. Supporting and Inhibiting Factors

The supporting factors for the sharia marketing strategy of Taman Ujung Soekasada tourism through social media lie in its unique and authentic architectural and historical value as an unrivaled royal heritage, which successfully attracts international tourists. The utilization of the digital world is also a crucial supporting factor in reaching a wider audience. Meanwhile, the main inhibiting factor in the development and marketing of Taman Ujung is its relatively long distance from the city center, which potentially reduces accessibility for some tourists.

4.2 Discussion

4.2.1 Sharia Marketing Strategy for Taman Ujung Soekasada Tourism Through Social Media in Boosting Regional Economy

a. Social Media as a Marketing Strategy

The intrinsic strength of Taman Ujung as a tourist destination stems from its unique architecture and authentic historical value as a royal heritage. This originality manifests as a distinctive and difficult-to-replicate allure, capable of accommodating the interests of tourists from various global corners. In this digital era, the existence of online platforms is acknowledged to play a crucial role in facilitating Taman Ujung's marketing and promotional initiatives. From a socio-ecological perspective, Taman Ujung's existence makes a significant positive contribution to the local community. This tourist destination stimulates the local economic ecosystem through job creation, trade opportunities for vendors, and various other social benefits that positively correlate with an improved quality of life for the surrounding community.

b. Supporting and Inhibiting Factors for Sharia Marketing Strategy of Taman Ujung Soekasada Tourism Through Social Media in Boosting Regional Economy

1) Supporting Factors

- Unique Form and History: Unrivaled Royal Heritage

This point highlights the unique architecture and historical value of Taman Ujung as a very strong distinguishing asset. Its historical authenticity and unique building design act as a magnet for tourists seeking different and culturally valuable experiences. The fact that many foreign tourists visit indicates that this uniqueness has universal appeal and can transcend geographical boundaries.

- Crucial Role of the Digital World in Marketing

Acknowledging the important role of the digital world in marketing Taman Ujung is significant. In this modern era, online platforms such as social media, websites, and online travel agencies are primary channels for tourists to find information and plan their trips. The effective presence and utilization of the digital world are key.

- Relationship with Local Government: Revitalization and Cultural Heritage Status

Collaboration with the local government, which resulted in revitalization through World Bank funds and designation as a cultural heritage site, has a positive impact, even though the quote states "there was no perceived role, only revitalization and cultural heritage status."

2) Inhibiting Factors

Several inhibiting factors for the Sharia Marketing Strategy of Taman Ujung Soekasada Tourism through Social Media in Boosting Regional Economy are the considerable distance from the city and the unimplemented master plan for traditional art performances.

5. Conclusion

5.1 Conclusion and Suggestions

Conclusion: The sharia marketing strategy implemented at Taman Ujung reflects realistic and humanistic characteristics. The use of social media is considered important for reaching audiences. Although Taman Ujung leverages social media and possesses unique qualities, geographical challenges and the development of cultural attractions need to be addressed to maximize its tourism potential and positively impact the regional economy.

Suggestions: It's essential to evaluate and strengthen this strategy. This could involve improving content quality, more active audience interaction, optimizing the use of various social media platforms, and analyzing the effectiveness of marketing campaigns.

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