

ANALYSIS OF MARKETING STRATEGY FOR BOOK PRODUCTS THROUGH WEBSITE DESIGN WITH THE IMPLEMENTATION OF SALAM CONTRACTS AT IBN AZKA PRESS PUBLISHERS

Zakie Shiddieqi,¹ Mukhamad Najib,² and Achmad Firdaus³

Corresponding Author: ¹IAI Persis, Garut, zakieshiddieqi@iaipersisgarut.ac.id

Abstract. *Previous research generally discusses website design in the sales business, but studies that specifically designed websites in the aspect of marketing strategy are still very limited. Therefore, the marketing strategy is used as an instrument in website design at the publisher Ibn Azka Press and also tries to apply the salam contract transaction model in its design. This study aims to formulate and create strategies through the website and propose a book selling model using a salam contract. The method used in this research is qualitative by using a descriptive approach and case studies. Data analysis using Pearson Product Moment and Cronbach Alpha. The results showed that the participants felt helped by the website sales system applied to the publisher of Ibn Azka Press because product information was easy to find. The application of the salam contract in this study emphasizes and explains to the general public, especially customers, in order to spread shariah knowledge about the salam contract.*

Keywords: *Marketing, Website, Salam Contract*

Abstrak. *Penelitian sebelumnya umumnya membahas desain situs web dalam konteks bisnis penjualan, tetapi kajian yang secara khusus menyoroti desain situs web sebagai bagian dari strategi pemasaran masih sangat terbatas. Oleh karena itu, penelitian ini menggunakan strategi pemasaran sebagai instrumen dalam merancang situs web penerbit Ibn Azka Press sekaligus mencoba menerapkan model transaksi akad salam pada desainnya. Penelitian ini bertujuan untuk merumuskan dan mengembangkan strategi melalui situs web serta mengusulkan model penjualan buku dengan menggunakan akad salam. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif dan studi kasus. Analisis data dilakukan dengan menggunakan Pearson Product Moment dan Cronbach's Alpha. Hasil*

penelitian menunjukkan bahwa para peserta merasa terbantu dengan sistem penjualan berbasis situs web yang diterapkan oleh penerbit Ibn Azka Press karena informasi produk mudah diakses. Penerapan akad salam dalam penelitian ini menekankan dan menjelaskan kepada masyarakat umum, khususnya pelanggan, prinsip-prinsip syariah serta meningkatkan pemahaman tentang akad salam.

Kata Kunci: *Pemasaran, Situs Web, Akad Salam*

Introduction

The rapid development of the internet has made life more flexible and easier for people. The Internet strongly supports activities in all walks of life including the dominance of business and internet commerce today. Some organizations use the internet to facilitate their operations and achieve goals. In the era of the Industrial Revolution 4.0 which began in early 2018, many companions combine the strengths of traditional industries with cutting edge internet technologies. It embraces a set of technologies enabling smart products integrated into intertwined digital and physical processes as said by Rainer Schmidt, et al., in *Industry 4.0-Potentials for Creating Smart Products: Empirical Research Results* (2015: 1).

The Industrial Revolution 4.0 create a social network when machines can communicate with each other and with humans, called the Internet of Things (IoT) and the Internet of People (IoP). The Internet of Thing (IoT) is a concept that essentially connects any device to the internet. In IoT, a device has the ability to transfer data over a network without the need for human interactions. In *the Internet of Things: Limitless Opportunities for Business and Society*, Mohsen Attaran from California State University explains that,

“IoT will soon become a differentiating factor in competition. To capture the full range of benefits promised by the IoT, company executives must take a systematic approach to address the organizational challenges and risks IoT will create. Notably, they need to overcome the technical,

organizational, and regulatory hurdles associated with using the IoT technology. In particular, organizations that use IoT technology will need better tools and methods to extract insights and actionable information from enormous IoT data gathered from customers, equipment, and people.” (Mohsen Attaran, 2017: 26).

The second wave in the development of the internet is labeled the Internet of people (IoP). It uses a PC, tablet or smartphone and run an application that connects to a remote server to get something done. Browsing the web, sending email, shopping online and watching videos are common examples of the Internet of People (Mohsen Attaran, 2017: 4). The IoP places personal and human devices not only as end users of applications, but also as active elements of the internet. Not only in the production process, the use of information and communication technology in the era of the industrial revolution 4.0 also entered almost the entire value chain of activities so that give birth to new business models with a digital base to achieve efficiency that high and better product quality. This phase of the industrial revolution has the potential to empowering individuals and communities as they can create new opportunities for economic, social, and personal self-development.

In addition to being able to make jobs are getting easier and faster, the advances in digital technology can even replace human work, including in this case the management and service of publishing activities that are still conventionally oriented may be replaced through various applications. Therefore, the concept of smart factories has emerged, namely reducing the role of humans in production activities in order to increase efficiency through automation and the internet (Baenanda, 2019). This raises various challenges faced by publishing actors to maintain its existence which according to Kasali (2017) is referred to as a form of disruption. As said by M. Overdorf and A. Barragree that,

“Disruptive technologies are likely to emerge within the publishing industries. The leading publishing companies should harness, not fight,

the principle of disruption as the industry moves from a chain to a web. Developing internal capabilities to find the “green space” in the industry, and creating or partnering with other organization whose capabilities are consistent with those required to successfully develop and commercialize new technologies, is key.” (M. Overdorf and A. Barragree, 2001: 3-18).

High mobility and limited time availability of each individual in conducting business transactions have become obstacles today. E-Commerce is an activity of buying and selling and even promoting goods and services through electronic systems. Almost all goods and service companies now use online-based systems in conducting their business transactions, be it a large company or a home industry. According to Exabytes, a company that provides domain rental web hosting and web design noted an increase in website users in three countries. One of them is in Indonesia, which experienced an increase of 9.4% in 2020. In Indonesia itself, there is a *Bukalapak* company that sells goods through an online system. In the service sector, there are companies such as *JNE*, *J&T* and *Pos Indonesia* that offer online-based delivery services.

The emergence of digital publishers and online publishing is increasing, including writingbuku.com, kitchenbuku.com and diandracreative.wordpress.com. Book publishers such as Mizan or Erlangga are already doing their business using an online. This is considered very important because traditional sales are less relevant to the times, and as a form of following current trends. Among the many publishers of religious books, one of which exists in the West Java area, one of which is Ibn Azka Press. The publisher of Ibn Azka Press was founded in 1998 in Garut, precisely in the area of the Islamic Unity Islamic Boarding School 99 Ran branch. The books published are themed on Islamic religious textbooks, as well as general knowledge books. This publisher has published nearly 100 book titles in total. According to Deni, the marketing team of the publisher of Ibn Azka Press, several book titles have become references and basic guidelines in several

Islamic boarding schools in West Java, from the junior to senior high school level.

The publisher of Ibn Azka Press has a clear market segmentation, namely to every school, especially Islamic boarding schools. The following is a graph of book sales by Ibn Azka Press for the past five years. It can be seen that book sales based on the number of copies are still not stable, meaning they are still fluctuating.

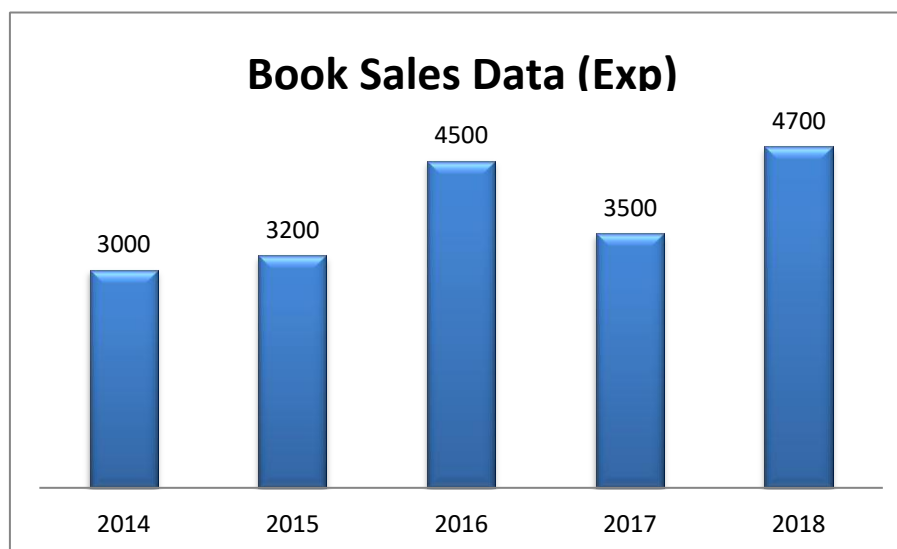


Figure 1.1 Graph of Ibn Azka Press book sales data for the last five years (2014-2018) (Source: marketing publisher Ibn Azka Press)

The digital era that is growing so rapidly affects the sales system in the world. With the industrial revolution 4.0, e-commerce is rapidly expanding to meet the needs of millennial. However, from the estimated E-Commerce sales there is less trust in E-Commerce based on sharia law. Transaction in the E-Commerce needs to be studied in Islamic law to provide a legal basis for the transaction. Many discussions need to be discussed regarding E-Commerce, starting from transactions, payment systems, producer rights, consumer rights

and the law of buying and selling E-Commerce itself (Mohammad Yusron Sholikhin and Rachmania Nurul Fitri Amijaya, 2019: 1).

The online buying and selling contract in sharia perspectives is a “salam” contract. Salam is a contract for deferred delivery that was originally sanctioned during the time of the Prophet, peace be upon him, to facilitate the trading activities of farmers who were awaiting the harvest of crops. In more modern times it has also been applied to the production of raw materials and fungible goods in general (A. Dchieche and R. Aboulaich, 2016: 909). It is a sale and purchase where the capital (price) is paid in advance, while the goods are delivered behind. As Ahmad Hudaifah (2019: 227) said that “the Islamic bank industry should start developing a Salam financing contract as financial responsibility to realize the variety of financing contracts available for society.”

In general, most people still do not know what a Salam contract is, even though in practice they have already performed the contract. Therefore, researchers will try to integrate the Salam contract process with the website that will be created in this study. Based on the information and phenomena above, the researchers are interested in carrying out a research entitled: “Analysis of Marketing Strategy for Book Products Through Website Design with the Implementation of Salam Contracts at Ibn Azka Press Publishers.”

Literature Review

According to Tjandrawinata (2016), technological developments allow for convenience in almost all fields. A new approach that combines the physical and digital worlds will fundamentally change the pattern of human life and interaction. Especially in the field of business and trade, whether trading in goods, selling services, home industry, even small and medium businesses are already using an online.

Irianto (2017) explained the industrial approach is a change that already exists or is a real change. Industry 1.0 offers production mechanisms to support the efficiency and effectiveness of human needs. Whereas Industry 2.0 offers

mass production and quality standardization. Industry 3.0 offers a number of robotic automation features and customization and manufacturing flexibility. Industry 4.0 is an innovative effort to integrate and improve the online world and industrial production lines, where all manufacturing processes are supported and realized using the Internet.

The current industrial era 4.0, almost everyone from various circles currently has a gadget in their daily activities. Most of them use these devices as a tool to communicate, either in written communication (short messages), verbal communication (voice) or telephone and even audio-visual (video calls). Along with the times, some of the features that are presented are also very supportive and helpful for all purposes, which in addition to being a communication tool, smartphones are also used as a transaction medium that is so applicable because almost all news and needs can be fulfilled more easily and quickly.

According to Behmann (2015) Internet of Things (IoT) is a term intended for greater use of the internet, adopting mobile and connectivity and then incorporating them into everyday life. Internet of Things (IoT) is also an introduction to the change or transformation of internet use from the previous Internet of People to the internet of M2M (machine-to-machine).

In a study conducted by Faudunasokhi (2019), he said that using online media to develop publisher brands in all ways, including through websites, Facebook, Instagram and even WhatsApp, where the general public can quickly view and even update activities. However, website development is the most powerful and complete strategy in presenting the information based digital system website with the application of a salam contract, in which the sales system will be online. This book selling system is designed to make it easier for potential buyers to buy and trade on the Internet. It can also save potential buyers time and energy when making transactions. This development also provides features such as homepages, catalogs, book information, catalogs, company profiles, contact information, ordering methods and others. In terms

of promotion, it can be said that it can be more effective when compared to direct selling publishers have been doing, because later all related matters will be integrated with the internet.

The previous research from Rivai (2013) in his research entitled "Book Sales System at the Web-Based Salemba Bookstore" explained that creating an e-commerce site would make it easier for consumers to buy. Consumers no longer have to go to the store to buy books. Consumers can place orders through the existing website and the creation of the website can increase sales. In his research, Fajar designed an e-commerce website that provides complete information about books, price lists, and online ordering. This site is built using XAMPP which is included in the PHP programming language to create a MySQL database on the Apache web server.

The same thing is also described by researcher Rosyid (2013) in his research entitled "Website-Based Book Sales Information System at the Pacitan Standard Book Seller Bookstore" where in the sales process it is still using the conventional system, so that the Standard Book Bookstore. This Pacitan seller is still having difficulties in promoting his books. With the creation of a website at this bookstore, the store can be helped in marketing its book products online. It is hoped that with this website-based promotion and sales media, consumers will find it easier to order their books.

Yunkai Zhai (2017) stated that the online bookstore system can not only reduce costs, save time, space, but also provide convenience for everyone and can promote the development of a mutually beneficial logistics industry. Along with the development of science and technology, the pattern or system of buying and selling that applies in society is also developing. In ancient times, buying and selling transactions only occurred in cash. In contrast to today's era, which is already busy with people's daily lives in general, namely by buying and selling online. Both the seller and the buyer, are not required to come to send or receive their respective orders, simply by transacting online where the ordered goods and ordered goods will arrive after the transaction is completed.

The purpose of this research can be used as a guideline as a marketing strategy for other publishers who are in the same industry, to take advantage of the potentials that can be developed, especially with the help of the internet or related applications. Thus, the objectives of this research are as follows:

1. Designing a marketing strategy through the website of the publisher Ibn Azka Press.
2. Creating a website-based online book sales model using a salam contract at the publisher Ibn Azka Press.

The benefits of this research are as follows:

1. Theoretical use, which is to contribute ideas for the development of Islamic economic business and can also be a reference for further research, especially in the field of marketing, business and systems that are integrated with online or website-based.
2. Practical use, namely helping parties who want to know and study more deeply about the marketing strategy carried out by Ibn Azka publishers, especially in the field of marketing the book industry through a website-based system with the application of salam contracts.

Data and Methodology

This research used qualitative research methods using a descriptive approach. Qualitative research is a descriptive research method and tends to seek meaning from the data obtained from the results of a study. Descriptive approach is used to collect data systematically, factually, and quickly according to the description when doing research (Sugiyono, 2014).

The sampling method used is purposive sampling, which is expected to be able to extract various relevant and targeted information for this research. The research subjects in this study are consumers who have made purchases of book products published by Ibn Azka Press, both individuals and bookstores who have become customers.

The research location is the place where the research will be conducted, to obtain data or information related to the problem or research focus. The place or area that will be used as the location for this research is the book publisher, Ibn Azka Press, which is located at Rancabango Tarogong Village, Kaler Garut, West Java.

Results and discussion

Primary data were obtained through observation sheets made on google form which were then distributed to participants who met the criteria, especially those who had bought Ibn Azka Press product books via WhatsApp within two weeks in early June 2021. The number of participants in this observation was a number of 72 participants.

The following is a description of the participants based on the criteria of gender, age, last education and occupation.

Table 4.1 Summary of Research Data Processing

Characteristics	Description	Jumlah (orang)	Percentage (%)
Gender	Male	50	69.44 %
	Female	22	30.56 %
Age	17- 30Years	38	52.78 %
	31-45 Years	2	37.50 %
	46-55 Years	7	8.33 %
		6	
	Over 55 Years	1	1.39 %
Last Education	High School Equivalent	14	19.44 %
	Diploma	7	9.72 %
	(D3)	4	58.33 %
		2	11.11 %
		8	
	Strata (S1)	1	1.39 %
Work	Magister (S2)		
	Employee	20	27.78 %
	Student	10	13.89 %
	Private	9	12.50 %
	Businessman	15	20.83 %
	Other	18	25.00 %

(Source: Research Results 2021)

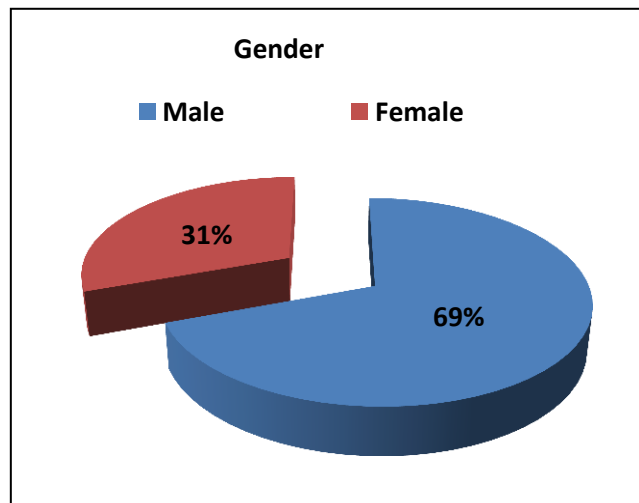


Figure 4.1 Characteristics of Participants Based on Gender
(Source: Results of Research Data Processing 2021)

Characteristics of participants based on gender are divided into two, namely male and female. The results obtained from the observations of this study showed that 69% were male while 31% were female. The distribution of participants by gender shows that the majority of participants are male.

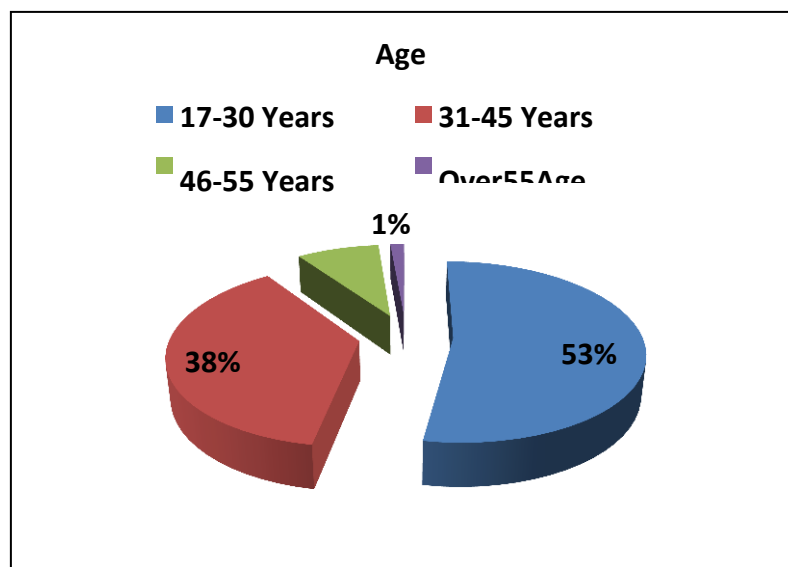


Figure 4.2 Characteristics of Participants Based on Age
(Source: Results of Research Data Processing 2021)

Characteristics of participants based on age were divided into four age groups, namely 17-30 years, 31-45 years, 46-55 years and above 55 years. The results obtained from the observations of this study showed that 53% were aged 17-30 years, 38% were aged 31-45 years, 8% were aged 46-55 years and 1% were aged over 55 years. The distribution of participants by age shows that the majority of participants are in the range of 17-30 years.

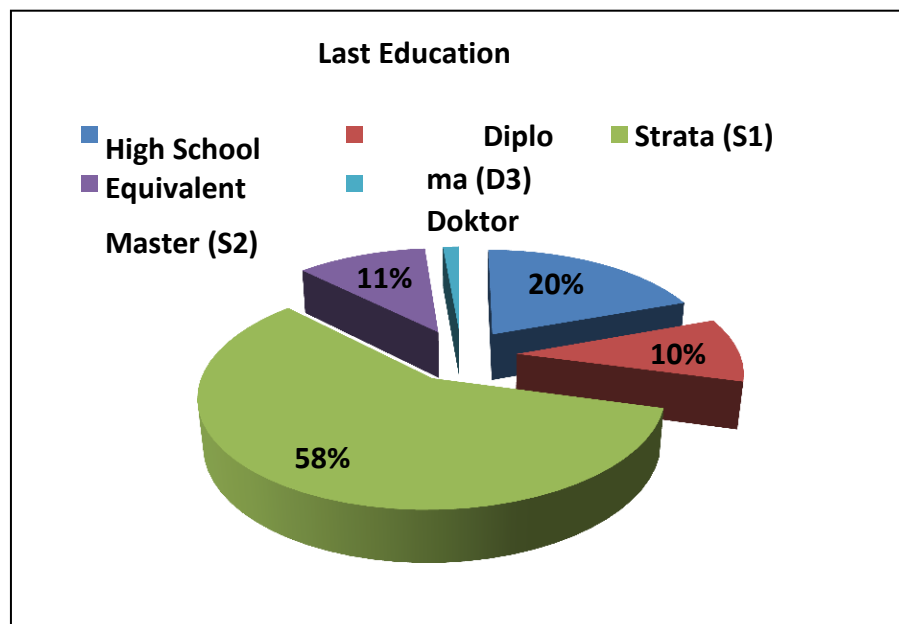


Figure 4.3 Characteristics of Participants Based on Last Education
 (Source: Results of Research Data Processing 2021)

Characteristics of participants based on their latest education are divided into five groups, namely high school graduates or equivalent, Diploma (D3), Strata (S1), Masters (S2) and Doctorate (S3). The results obtained from the observations of this study show that as much as 20% for high school graduates equivalent, 10% Diploma (D3), 58% Strata (S1), 11% Masters (S2) and 1% Doctoral (S3). The distribution of participants based on recent education shows that the majority of participants are Strata (S1) graduates.

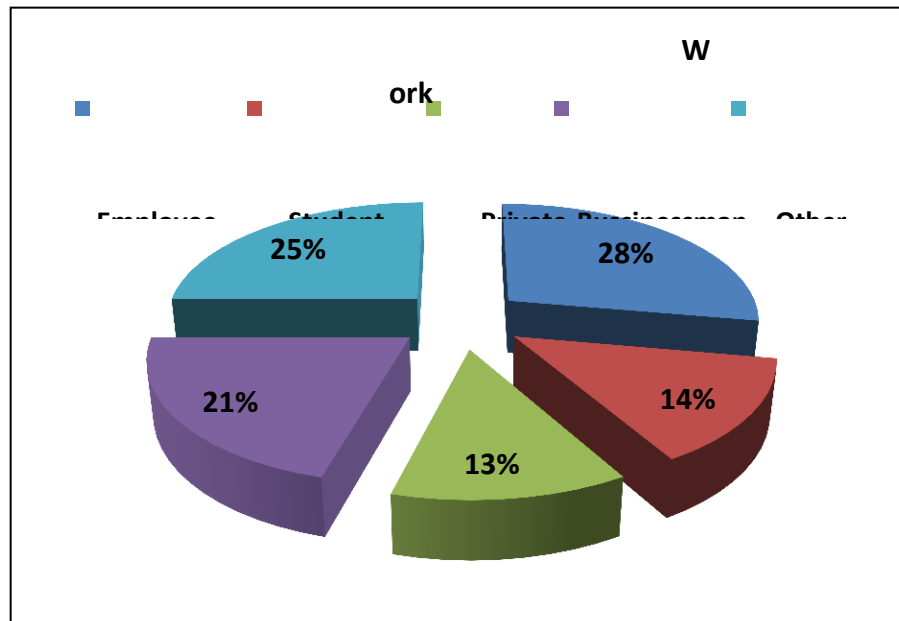


Figure 4.4 Characteristics of Participants by Occupation

(Source: Results of Research Data Processing 2021)

The characteristics of the participants based on this occupation are divided into five groups, namely Employees, Students, Private, Entrepreneurs and Others. The results obtained from the observations of this study showed as many as 28% for those who worked as employees, 14% students, 12% private, 21% entrepreneurs and 25% others. The distribution of participants based on this occupation shows that the majority of participants are employees.

Discussion

Validity Test

Testing is carried out to determine whether a questionnaire or observation sheet is valid or not. The test used in this test is with Pearson's Product Moment which this test was developed by Karl Pearson. The validation test carried out in this study is shown in the following table:

Indicator	R Count	RTable	Description
P.1	0.691	0.444	VALID
P.2	0.380	0.444	VALID
P.3	0.581	0.444	VALID

P.4	0.394	0.444	VALID
P.5	0.510	0.444	VALID
P.6	0.303	0.444	VALID
P.7	0.101	0.444	VALID
P.8	0.240	0.444	VALID
P.9	0.366	0.444	VALID
P.10	0.096	0.444	VALID
P.11	0.396	0.444	VALID
P.12	0.317	0.444	VALID
P.13	0.573	0.444	VALID
P.14	0.137	0.444	VALID
P.15	0.413	0.444	VALID
P.16	0.526	0.444	VALID
P.17	0.265	0.444	VALID
P.18	0.686	0.444	VALID
P.19	0.445	0.444	VALID
P.20	0.255	0.444	VALID
P.21	0.591	0.444	VALID
P.22	0.417	0.444	VALID
P.23	0.299	0.444	VALID
P.24	0.575	0.444	VALID
P.25	0.369	0.444	VALID
P.26	0.479	0.444	VALID
P.27	0.597	0.444	VALID
P.28	0.403	0.444	VALID
P.29	0.382	0.444	VALID
P.30	0.201	0.444	VALID
P.31	0.414	0.444	VALID
P.32	0.414	0.444	VALID
P.33	0.612	0.444	VALID

(Source: Primary Data processed by researchers 2021)

From the results of the validity test in the table above, this research observation has been tested by 20 participants from a total of 72 respondents. One way to find out which one is valid and which one is invalid is to first find the value of r table. The formula for r table is $df = N - 2$ so $20 - 2 = 18$ so that r table = 0.444.

From the results of the calculation of the validity in the table above, it can be seen that the r count > r table on all participants who have been tested and declared valid because the entire value of r count > than r table is 0.444.

Reliability Test

The test used to show the extent to which a measurement result is relatively consistent if the measuring instrument is used repeatedly. The test used in this research is Cronbach Alpha, where a variable is said to be reliable if it gives Cronbach Alpha > 0.60 . The results of the reliability test in this study are as follows:

Table 4.3 Reliability Test Results on Marketing Strategy (Marketing Mix)

Variable	Cronbach'sAlpha	Criteria
Strategi Pemasaran (Marketing Mix)	0.7650	Reliable

(Source: primary data processed by researchers 2021)

Results of the reliability test of the Marketing Strategy variable (Marketing Mix) in table 4.2 shows that Cronbach's alpha in this variable is greater than the base value, namely $0.7650 > 0.60$. These results indicate that all statements in the observation of the MarketingMix variable are said to be reliable.

Table 4.4 Reliability Test Results on Website Design

Variable	Cronbach'sAlpha	Criteria
Website Design	0.6663	Reliable

(Source: primary data processed by researchers 2021)

The results of the reliability test on the second variable, namely website design in table 4.3, show that Cronbach's alpha on this variable is greater than the value base $0.6663 > 0.60$. These results can be concluded that all statements on this variable are declared reliable or can be trusted.

Table 4.5 Reliability Test Results for Salam Contracts

Variable	Cronbach'sAlpha	Criteria
Greetings	0.7181	Reliable

(Source: primary data processed by researchers 2021)

The results of the reliability test on the third variable, namely the Salam Agreement, in table 4.4 indicate that Cronbach's alpha in this variable is greater than the baseline value of $0.7181 > 0.60$. These results can be concluded that all

statements on this variable are declared reliable or can be trusted. Based on the three tables above which show that the value of Cronbach's Alpha for all research variables the value is > 0.60 so it can be concluded that the instrument in this study is reliable or trustworthy and feasible to use.

Analysis Results Observation Sheet

Results of the analysis below have scores from 1 to 4 which are (1) Strongly Disagree, (2) Disagree, (3) Agree and (4) Strongly Agree. The results of the responses from respondents are interpreted as follows:

The highest score is 4, the lowest score is 1 and the score range is the highest score- the lowest value: $4 - 1 = 3$. Then the interpretation table of the average respondents' responses is obtained as follows:

Table 4.6 Scoring Intervals and Interpretation

Score Interval	Interpretation
1 - 1.75	Low
1.75 - 2.50	Currently
2.50 - 3.25	High
3.25 - 4.00	Very High

Table 4.7 Recapitulation of participant responses for Product Variables item 1 Ibn Azka press's book offered has a characteristic

Answer	Score	Frequency	Weight	Percentage
Strongly Disagree	1	0	0	0
Do not agree	2	0	0	0
Agree	3	39	117	54.17 %
Strongly Agree	4	33	132	45.83 %
Amount		72	249	100 %
Average Score			3.4	
			6	

(Source: Data processed from Participant's answers on the Observation Sheet)

Based on the table above, it can be described the opinion of participants regarding "The book of Ibn Azka offered has a characteristic" namely 54.17% agreed and 45.83% strongly agreed, 0% strongly disagreed and disagreed with an average of 3.46. Therefore, it can be concluded that the participant's statement regarding the book of Ibn Azka offered has characteristics belonging to the high category.

Table 4.39 Recapitulation of participant responses for Salam Contract Variable item 33 In general, most people still do not know about the Salam contract, even though in practice they often do it.

Answer	Score	Frequenc y	Weigh t	Presentage
Strongly Disagree	1	0	0	0
Do not agree	2	0	0	0
Agree	3	36	108	50.00 %
Strongly Agree	4	36	144	50.00 %
Amount		72	252	100 %
Average Score			3.50	

(Source: Data processed from Participant's answers on the Observation Sheet)

Based on the table above, it can be described the opinion of participants regarding "In general, most people still do not know about the Salam Agreement, even though in practice they have often done it" namely 50.00% stated agree and 50.00% stated strongly agree, 0% stated strongly disagree and disagree agree with an average of 3.47. Therefore, it can be concluded that the participants' statements regarding in general, most people still do not know about the Salam contract, even though in practice they have often done it in the high category.

Thus, it can be concluded that the recapitulation of participant responses for all of the above variables is in the high category, with an average score that is close to a scale of 4.

Ibn Azka Press is a home-based business in Garut which has been established since 1998. The publisher provides convenience for consumers to

shop at very affordable prices and offers consumers a variety of choices with the latest titles. Based on the results of online observations and interviews, the provision of product sales information still uses social media Facebook and Instagram. Of course, there are still many obstacles on social networks: limiting the display of product photos and the selling price of the product.

Presentation of information is still based on social networks. Product display is for informational display purposes only, it is not possible to conduct direct buying and selling transactions on this social network. The product sales process can only be done using contact information in the form of a telephone number listed by Ibn Azka Press.

When described with a simple picture, it can be described as follows:

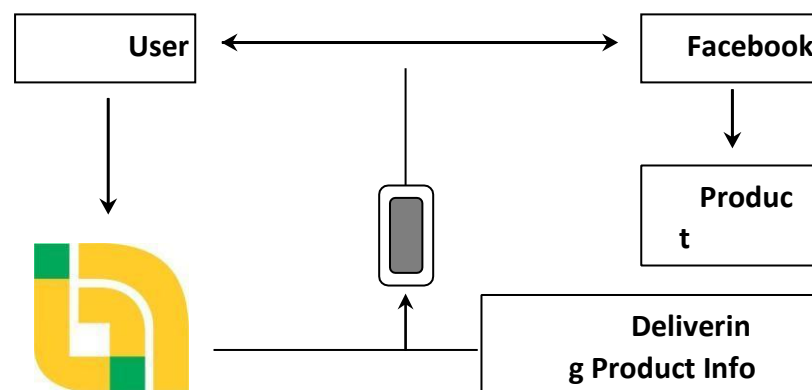


Figure 4.5 Overview of the Old System in Meta Online

(Source: Researchers, 2021)

Analysis of the running system

One of the ideas to empower businesses in today's information technology era is the creation of marketing materials on the web and the use of social media. This web-based marketing assistance is intended to help grow their business, access product information, conduct business transactions, conduct other business communications globally, and expand networks.

In the digital era, publishers are required to be able to create dynamic content so that it can be accessed through various means of communication.

Therefore, publishers need to fundamentally change their current business model to be able to generate products that are in accordance with digital interests/urges. This needs to be done so that publishers remain competitive, they must revisit the business model to create a lower-cost model with a focus on simplicity, convenience, and accessibility. The potential of digital technology to change the way we create, sell and consume books are limitless, and how the industry adapts to these challenges will be the key to its survival. Therefore, according to Cheeks (2016) publishers must enrich and refine their organizational and management skills and double-check their capabilities and relationships with stakeholders from other industries, without compromising the importance of the reader.

The publishers must create models with low cost and less overhead, which focuses on simplicity, convenience and accessibility. As illustrated in Figure 4.6, instead of using a value 'flow' model, publishers must create a service 'network' model that engages authors and reading public. Publishers must embrace the power of new technologies to deliver new interaction experiences with readers. A publisher must understand that they compete not only with fellow publishers, but also for get readers' time from a growing number of other sources.

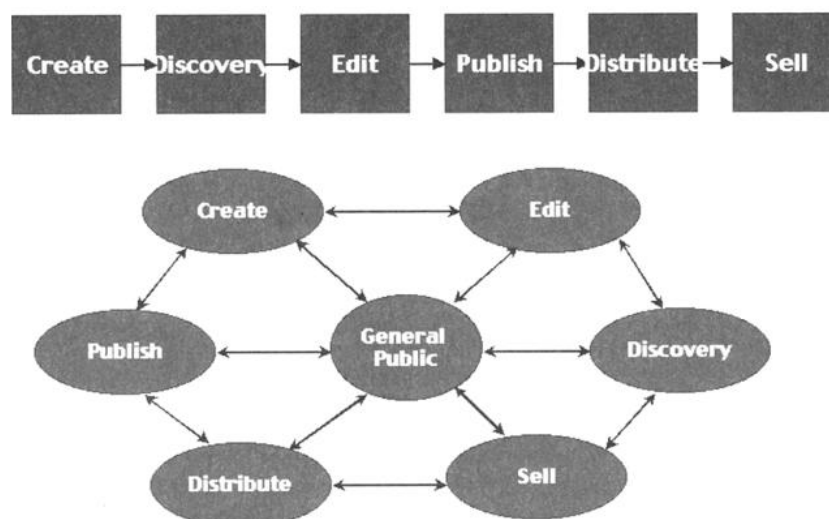


Figure 4.6 The transformation of publishing business model

Source: Overdorf & Barragree (2001)

There are four business models that are still possible to be developed, namely: a) a print-focused model, print products have added value, even if there are digital exploits; b) cross-media models related to creation and sending from different channels; c) a dual function model that connects physical and digital media; d) Publishing model 4.0 based on creation consumer-focused content platforms and services. In the reality of publishing, these models are interrelated and require complex management of different types of business models.

In this digitalization era, the efforts of bookstore outlet owners also to include the sale of physical books by holding an online stall for serve purchases via the internet. Gramedia as the largest retailer for bookstores in Indonesia already has a discourse to sell books with a bundling system. Where this system is only for books that still have versions available just print it. Another example comes from Books and Beyond. Bookstore owned by Lippo Group has created an online network for selling digital books (Nurbaiti and Mariah, 2020).

After researching, analyzing, and identifying the problems above, the researcher can conclude that it is necessary to sell Ibn Azka Press products in the form of a website. This is believed to make it more efficient and make it easier for consumers and visitors to find products.

From the results of observations and interviews that have been carried out on participants, it can be seen that the promotions carried out are still in the traditional way and word of mouth promotions by customers or consumers, so that the current promotions are still not optimal. Most customers want convenience in purchasing books by accessing them through websites or other online media. The researchers offer a new marketing system with the development of a website-based model.

In Salam online seller and buyers do not meet each other so the payment cannot be carried out in front of the contract assembly, such as those who are

in the sale and purchase of greetings offline. Payment is made by how to bank transfer, after the money is sent and the buyer confirms, the seller will send the item that the buyer wants on time and the promised place. Online facilities available at an internet network site is simply a form of progress that embodied in technology. Islamic' law is the law that deals with human problems that prevail all time and produce new truths keep pace with the times.

The book sales model with the application of the Salam contract at the publisher of Ibn Azka is by displaying the notification of the Salam contract approval that is raised before completing the transaction. In its manufacture, this website uses the PHP and MySQL which are easier in application. The addition of a salam contract in it gives emphasis and explanation to the general public, especially customers.

The researcher put forward some analysis, namely one needs to first look at the limitations in carrying out Salam activities and that needs clarity from object to be traded. This clarity should at least four things (in this case is a condition of the goods in contract), including: (1) They explain about lawfulness, meaning that the item is allowed by Islamic law. Goods it must be really halal and away from the forbidden elements by God. We can't sell illegal goods or services and damage; (2) The existence problem, meaning object the goods of the goods must be completely real and not a hoax. This item really is useful in a fixed form; (3) Delivery, which means there must be certainty proper delivery and distribution. Timing is the thing important here; and (4) Precise determination, namely quality and the value sold must match and attached to the item to be traded. We're not allowed selling inappropriate items with what is informed on during advertising promotions.

Conclusion

Based on the results of data analysis and discussion of observations, participants who are customers stated that with this website-based media, not only consumer customers, but the general public internet users can easily get

information about book products published by the publisher Ibn Azka Press. It can be concluded that the development of this website-based media is expected to facilitate website access, both consumers and the general public in obtaining information: (1) products that have characteristics with cover layout , and are always updated with the latest publications, (2) in terms of price which are varied, (3) for places easier promotions, (5) consumers also feel helped by ordering service information, (6) shipping and packing can be safer and faster (7) so that process is more effective.

The book sales model with the application of the salam contract at the publisher of Ibn Azka is by displaying the notification of the salam contract approval that is raised before completing the transaction. In its manufacture, this website uses the PHP and MySQL which are easier in application. The addition of a salam contract in it gives emphasis and explanation to the general public, especially customers. This model can be an advantage compared to other sales websites. It is hoped that this will become a "trigger" for other online sellers in order to spread "sharia knowledge" regarding Salam contract transactions.

Limitation

1. Making this website is still very simple, especially in terms of appearance and security, it is better for the development stage of the new system, it is hoped that it will be made more attractive and further developed with additional more complete information.
2. For further researchers, it is hoped that they can add other variables, or by using other research methods, as well as by adding the object of their research. Likewise, regarding the contract used, you can try using another contract again.

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