



Conveying Celestial Preneurs Movement Empowerment as Economic Conflict Resolution

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Abstract. The rise of unhealthy price wars, the collapse of various companies, the growth of new businesses in the pandemic era, and the increase in alms activities among the community are the basis for this research. This study aims to see the benefits of the celestialpreneurs movement in reducing economic conflicts between business actors and the community. This study uses a qualitative method. The study results show that online shopping while giving alms is one solution to provide another discourse to the community to strengthen the economy.

Keywords: Celestialpreneurs · Empowerment · Alms

1 Introduction

Each business unit in the new normal era faces different challenges. Companies that rely on conventional service channels experience difficulties compared to those with digitized services. So many conflicts arise due to intense business competition and price wars between business actors. Even the various strategies currently being pursued, namely, synergizing online and offline channels, are still experiencing many obstacles.

The development of money today is very rapid, especially in the commercial and social fields. The impact of these developments and changes is to diversify people's needs and make companies try to meet consumer needs, so companies must develop to face the existing competition. Successful in a company, it is necessary to develop a strategy that seeks to maintain the company's continuity in the long term. Therefore, in marketing a product or service, it is necessary to develop a strategy to deal with environmental developments and competition (Khoirudin & Fahrullah, 2020).

Various conflicts eventually occurred in the community. One of them is that unhealthy price wars are rampant, especially in the marketplace channel. On the other hand, the quality of the goods sold is sometimes not as promised for personal gain.

It offers a price that follows the product or service that will be obtained, regardless of similar competitor products, so as not to trigger a price war (Khoirudin & Fahrullah, 2020). However, there are many obstacles to implementing marketing strategies, including increasing the number of competitors by offering various products and services and price wars (Prianto & Hutagalung, 2020).

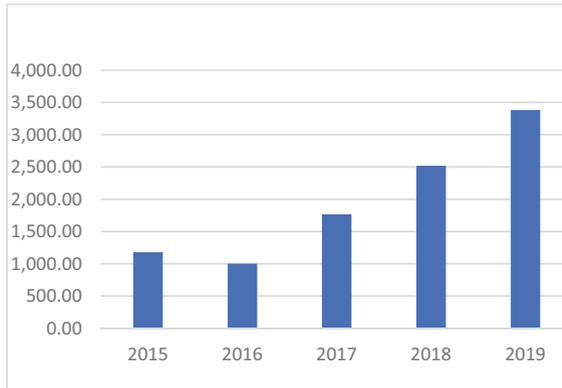


Fig. 1. Infaq/Alms and CSR (in billion rupiah). Source: National Zakat Statistics 2019 (National Zakat Amil Agency, 2019).

The phenomenon is that various social movements, almsgiving, and celestialpreneurs are increasing. Currently, public awareness of giving alms has shown an increase. One of the supporting factors is that the community consciously fulfills the obligation to pay alms and manages alms professionally according to procedures. Public awareness efforts in implementing alms are very urgent because alms is one of Islamic philanthropy that achieves general welfare and social justice. Figure 1 shows an increase in alms collection in 2015–2019.

- a. From the graph above, it can be seen that every year infaq/alms and CSR increase from year to year. Thus, it can be said that public awareness of giving alms increases. There are two kinds of efforts to increase public awareness of giving alms, namely (Syafiq, 2018):
- b. Internal, namely to increase public awareness by becoming more religious, it is hoped that the community will have a higher level of awareness to give charity. This can be done through
- c. Continuous and large-scale da'wah from the scholars. The importance of alms for the community applies to the recipients of alms and those who carry out alms and will continue to of endless rewards until the Day of Resurrection.
- d. External, from the side that is managed by alms. From this point of view, it is further divided into two, namely excellent and responsible alms management, and from the perspective of the role of government management in alms. In order to increase public awareness of the application of alms, the government's role in socializing alms legislation should be further strengthened so that the wider community understands better what alms are, how it is implemented, and how it is implemented. Managed. In terms of increasing the accountability of alms management institutions, the government's role as supervisor and supervisor of alms management institutions should be further strengthened by providing training and assistance to alms management institutions to make them more transparent and accountable. In this case, an evaluation

system with an accreditation model can be applied to universities so that a registered and accredited Sedekah management agency in the future can increase public confidence in the implementation of alms through an accredited alms management agency. In terms of supervision, the government is required to give stricter sanctions to the “naughty” alms institutions because alms collects assets from the Muslim community for the public interest, so if there are “naughty” alms management institutions, it will reduce the level of trust or even lower level of public awareness of the implementation of alms.

2 Research Methodology

The type of research that the researcher uses is qualitative research with descriptive study. Qualitative research methods are used to examine objects’ natural conditions where the researcher is the crucial instrument based on (Sugiyono, 2019). This method was chosen based on case and context. At the same time, descriptive studies provide an overview of the symptoms or reality to provide an understanding of the symptoms or reality (Pawito, 2007).

The data collected is in the form of words, pictures, and not numbers. The data comes from interview scripts, field notes, photos, videotapes, personal documents, notes or memos, and other official documents (Moeloeng, 2007). The value of the researcher in qualitative research is evident in a limited context involving a small number of subjects.

3 Research Result and Discussion

During the Covid-19 pandemic, online is an alternative for people to complete their daily needs and reduce the risk of spreading the virus in crowded places. This change in consumer spending patterns has also been addressed by many micro, small and medium enterprises (MSMEs) by migrating to online channels. However, unfortunately, not many e-commerce companies carry alms for humanitarian action in every transaction. (Mahribi, 2021).

In today’s modern era, almost all human activities have evolved from traditional methods to technology-based activities that can be done anywhere using the internet. People can pay Zakat, infaq, and charity through online Zakat. Online Zakat, commonly known as e-zakat, pays Zakat through a digital system using the internet network. In Indonesia, Zakat payments through Zakat can be made through an online Zakat provider platform in the form of an online Zakat service website or through e-commerce that provides Zakat payments (Wiharjo & Hendratmi, 2020).

Collaboration between Muslims is also formed in the new normal era more than ever before, for example, “Evermore” from Bandung. “Everyday Need for Every Moslem” was formed to introduce online shopping while embracing and helping resellers and suppliers to be more efficient and effective in marketing their products. The main goal is to empower people who want to earn additional income by selling Muslim products to consumers via social media, especially WhatsApp. This platform focuses on the needs of Muslims, presenting fashion, food, cosmetics, Zakat, infaq, alms, waqf, books, and others. Evermos’ commitment to cooperating with local SMEs is realized by collaborating

with more than 600 SMEs throughout Indonesia. (Marketing Magazine, pages 82–83. August 2020, Empower resellers and SMEs. 08/xx edition. Moh Agus Mahribi).

Digitization is not just about innovation, renewal, and education. Furthermore, it must be of usefulness, benefit, and blessing. “The alms market is here to change the face of the marketplace,” he said. (Mahribi, 2021). Sadaqah is very important to eradicate poverty. Is it wrong? One is the ease of transactions, namely the development of e-commerce which is very common in society—buying and selling online as they are encouraged to stay at home through social distancing or blockades. The increase in the number of online e-commerce users in Indonesia impacts national economic growth and the growth of e-commerce companies with the online zakat payment function. After the covid-19 pandemic, the synergy of zakat-raising institutions through e-commerce is very effective (Kinanti et al., 2021).

The Sedekah Market invites MSME actors to maximize profits and expand their marketing network while still based on sharia economic values and the principle of benefit. Every transaction has the value of alms, which brings benefits and blessings. “*The alms market has a big goal, which is to free people from usury, gha har, and injustice, to routinize nature from upstream to downstream, and to save and make the people independent,*” he explained (Mahribi, 2021).

First, the target entrepreneur; is profit. Second, it benefits from socially valuable transactions. Third, celestialpreneur; transactions are worth a blessing. This means that every activity impacts the implementation programs for the beneficiaries (Mahribi, 2021).

One of the marketplaces that implement alms shopping is Tokopedia. Before checking out shopping, Tokopedia provides a donation box that will change every event. Shopping, often called celestial preneur, answer the solution to reduce price wars and those who are confused about official alms. In one platform, you can get two benefits: you can shop and give to charity.

In addition to the marketplace, some MSMEs also apply alms shopping. These SMEs use Instagram as their promotional media. Examples of SMEs that apply this are Du Anyam, Kesengsem Lasem, Torajamelo, Kitchen Studio, and Duha Muslim wear.

The first MSME is Du Anyam which starts from the three pillars of “empowering women, advancing culture, and improving people’s livelihoods.” Du Anam was born in 2014 and started his first project in Larantuka, Indonesia’s NTT province with the highest maternal mortality rate. Duane Rock not only works closely with NTT women to produce the best weaving crafts but has also succeeded in increasing community income and profits (interview results). That is what makes Du Anyam so unique. Behind every piece of weaving lies the talent, hard work, and hopes of NTT women. Du Anyam’s Instagram has a total of 33.6 thousand followers. In addition to using Instagram, Du Anyam has a marketplace channel on Tokopedia and Shopee.

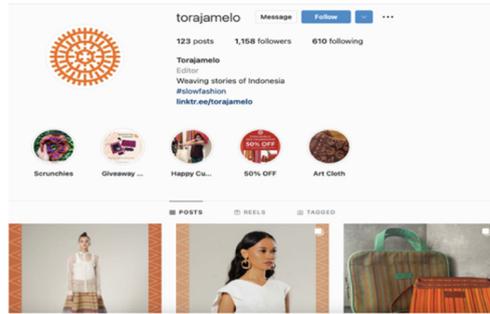


Fig. 2. Toraja Melo’s Instagram. Source: Instagram @torajamelo

The second MSME is “The Kesengsem Lasem business unit protecting tech Lasem’s cultural heritage.” This campaign was started by a group of travelers who fell in love with Lasem and went viral on social media with the hashtag #kesengsemlasem. In this marketplace, anyone can buy local Lasem products (people’s market) online while helping the economy of local entrepreneurs.

The third MSME is Toraja Melo, who works directly with the artisans in the weaving community. Toraja Melo builds benefits for traditional Toraja weavers in weaving, design, and mark training. On the other hand, Toraja Melo also connects people with global markets. The two complement each other only, provide the best Toraja woven pro and increase the independence and well-being of Toraja women. Purchases of woven fabrics or woven fashion can be made through the official website of Torajamelo, Shopee, or Tokopedia (Fig. 2).

Interview results stated that part of the sales proceeds would be returned to the weaver community. Generally, this is done in the form of weaving training or community development programs, not in the form of money.

The fourth MSME is Kitchen Studio which is headquartered in Tasikmalaya. Studio Kitchen produces quality bamboo furniture in collaboration with the best bamboo artisans. The Kitchen Studio ensures that craftspeople get results worth their hard work. Every product sold contributes to the welfare of the artisans and the preservation of the village’s bamboo weaving culture. Purchase products through the website, Tokopedia and Shopee International.

“Shopping for blessings, auto alms” was the message Duha echoed Duha. This Muslim clothing brand emphasizes that Muslim clothes are suitable for all occasions. All collections feature clean and modern cuts and designs, from women’s shirts and men’s robes to trousers, veils, and prayer mats. Better yet, Duha also offers free exchanges and returns for its products. One of the ongoing projects is the Duha product package, where 20% of the profits will go through humanitarian agencies as handouts (Fig. 3).

The online shopping movement while giving alms is a spirit that must be communicated as part of community empowerment.

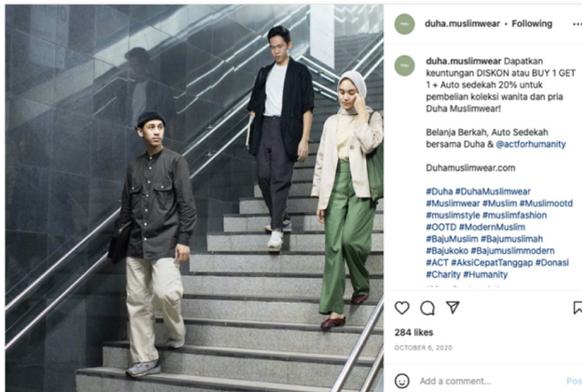


Fig. 3. Duha.muslimwear's Instagram. Source: Instagram @duha.muslimwear

4 Conclusion

Today's public awareness needs to be increased through the celestialpreneurs movement. One of the efforts made is to communicate the results that can be felt and seen by the community. The practice of Celestialpreneurs needs to be echoed on various fronts. The role of communication in the field of empowerment also needs to be improved at the regional and national levels. Shopping while giving alms is an exciting keyword because the community can contribute to increasing the reward by shopping so that it can minimize price wars and conflicts in the economy.

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