

The Fantastic Four Ps of Islamic Digital Marketing in Boosting the Asnaf Economy

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Abstract: In Perlis, initiatives to support asnafpreneurs lead to empowering these individuals through entrepreneurship, fostering self-reliance and economic growth. Programs may include training, micro-financing, and resources to help asnafpreneurs start and sustain their businesses. On the other hand, digital marketing encompasses various online strategies to promote products or services. For asnafpreneurs in Perlis, digital marketing can be a powerful tool to reach wider audiences, build brand awareness, and drive sales. In addition, the added Islamic value in digital marketing is expected to contribute to promoting Visit Perlis 2024. Therefore, this study aims to foresee the marketing mix elements 4Ps- Product, Price, Place, and Promotion with Islamic value integration in boosting the asnafpreneurs economy. In addition, this study employed a qualitative method. The data collected was among asnafpreneurs during a business workshop organized by Majlis Agama Islam Perlis (MAIPs). Four elements of the marketing mix and the integration of Islamic values are implemented to fill out the structured interview with five asnafpreneurs. Moreover, based on the findings, this study highlights asnafpreneurs' awareness of Islamic digital marketing. The impacts of Islamic digital marketing are analyzed and discussed in the concluding section. Additionally, several limitations are acknowledged, and recommendations for future research are provided.

Keywords: *Islamic digital marketing, asnafpreneur, 4Ps, Economy*

1. Introduction

In realizing the benefits of the "Perlis Go Digital" initiative, it is crucial to address the digital literacy gap among Perlisian entrepreneurs, particularly asnafpreneurs. Education and resources are provided on digital marketing strategies which empower these asnafpreneurs to compete effectively in the digital marketplace. Additionally, integrating Islamic values into marketing practices can offer a unique competitive advantage, building trust and credibility among Muslim consumers. Initiative on combining digital marketing with ethical principles, asnafpreneurs can enhance their economic well-being and contribute to the overall development of the Perlis economy.

Digitalization of Marketing

Social media platforms offer a powerful tool for Asnaf entrepreneurs to connect with potential customers, share their stories, and promote their offerings (Rahman & Abdullah, 2022). Partner with influencers who have a strong following and credibility in the target market to promote Asnaf products. Influencers can create sponsored content, reviews, or collaborations that can help increase visibility and awareness among their followers. Participate in local or regional events, trade shows, and exhibitions to showcase Asnaf products to a wider audience. This can help generate buzz, attract potential customers, and network with other businesses in the industry. Marketing can mobilize community support for asnaf entrepreneurs, encouraging local consumers to buy from them and support their economic activities (Saufi et al., 2021).

In addition, digital marketing tools and platforms can provide cost-effective ways for asnaf entrepreneurs to promote their products and services, reaching a broader audience with limited resources (Singh & Singh, 2023). Effective branding and marketing can help asnaf entrepreneurs establish a strong brand identity, making their products and services more recognizable and attractive to consumers (Hanafi et al., 2023). Marketing education and training programs can enhance the skills of asnaf entrepreneurs, enabling them to effectively market their products and services (Ali & Abdullah, 2022).

Economy of Asnaf

The term "asnaf" in Islamic finance refers to the eight categories of people who are eligible to receive zakat, a form of charitable giving that is one of the five pillars of Islam. According to the Quran and Islamic law, the asnaf

encompass a wide range of individuals in need of financial and social assistance, including the impoverished, the destitute, those responsible for administering zakat funds and others.

Marketing can raise awareness about the products and services offered by asnaf entrepreneurs, helping them reach a wider audience and increase sales (Ali & Rahman, 2021). Marketing strategies can help Asnaf entrepreneurs gain access to local and global markets, thereby expanding their customer base and increasing their income (Hassan & Noor, 2022). Consider investing in targeted advertising campaigns through digital channels such as Google Ads, Facebook Ads, or influencer marketing to reach a specific audience interested in Asnaf products. This can help increase brand awareness and drive traffic to the website or retail locations.

Besides, marketing can promote social entrepreneurship among the asnaf, encouraging the development of businesses that not only generate income but also address social issues within their communities (Yusoff et al., 2019). Establish a strong presence on social media platforms such as Instagram, Facebook, and Twitter to showcase Asnaf products. Regularly post high-quality images, videos, and updates about new products or promotions to engage with followers and attract new customers.

Marketing can facilitate partnerships between asnaf entrepreneurs and larger businesses or NGOs, providing them with resources, mentorship, and market access (Hassan & Noor, 2023), and campaigns can promote the concept of ethical consumption, encouraging consumers to support asnaf entrepreneurs by purchasing their products and services. Create special promotions, discounts, or limited-time offers to incentivize customers to try Asnaf products. This can help increase sales, generate word-of-mouth referrals, and create a sense of urgency among customers to make a purchase.

Problem Statement

The "Perlis Go Digital" initiative aims to modernize and digitize the local economy, promoting digital marketing as a tool for business growth. Despite these efforts, many Perlisian entrepreneurs remain unaware of the benefits and strategies of digital marketing, which hinders the full potential of economic development in the region. According to recent studies, a significant portion of local businesses are not leveraging digital tools effectively. This is supported by Alford and Page (2020) who conducted a study that found many small and medium-sized enterprises (SMEs) are still struggling to integrate digital tools into their operations. The study highlighted that while digital tools offer numerous benefits, a significant number of local businesses lack the necessary skills and resources to utilize these tools effectively, resulting in missed opportunities for growth and competitiveness. Besides, Shah et al. (2023) conducted a survey that revealed a considerable gap in digital adoption among local businesses. The study found that while some businesses have made strides in digitalizing their operations, a large portion still lags due to financial constraints, lack of knowledge, and inadequate infrastructure. Additionally, integrating Islamic values into marketing strategies can provide a competitive advantage for asnaf entrepreneurs. By emphasizing honesty, integrity, and community welfare, and ensuring products are Halal and Tayyib, asnaf can build trust and credibility with customers, ultimately enhancing their business success and economic well-being. Islamic values assisted in boycotts and enhanced brand loyalty among Muslim consumers. Moreover, the proactive promotion of ethical business practices, such as fair trade and corporate social responsibility (CSR), good behaviour and practices of the company employees and employers, aligns with the broader Islamic principles of justice and social welfare.

2. Literature Review

Integration and Evolution of the 4Ps

The traditional 4Ps model has evolved to address the complexities of modern marketing. The inclusion of additional elements such as People, Process, and Physical Evidence, particularly in service marketing, reflects the need for a more holistic approach (Zeithaml et al., 2020). Digital transformation has also necessitated the adaptation of the 4Ps framework, incorporating digital channels and technologies to remain competitive in a rapidly changing market (Chaffey & Smith, 2020).

Figure 1: The General Template of 4Ps



Product

The product element of the marketing mix encompasses the goods or services offered by a business to meet customer needs. Recent literature emphasizes the importance of innovation and sustainability in product strategy. According to Ottman (2021), consumers increasingly prefer products that align with their values, such as environmental sustainability and social responsibility. Companies are responding by developing eco-friendly products and adopting sustainable practices throughout their supply chains.

Moreover, the rise of digital products and services has reshaped the product landscape. A study by Smith (2020) indicates that businesses are investing heavily in digital transformation, creating new digital offerings, and enhancing existing products with digital features. Personalization and customization have also become critical, with companies leveraging data analytics to tailor products to individual preferences (Davenport & Ronanki, 2018).

Price

Price remains a crucial component of the marketing mix, directly affecting revenue and profitability. Recent trends emphasize dynamic pricing strategies, where prices are adjusted in real-time based on demand, competition, and other market factors. According to a study by Grewal and Roggeveen (2020), dynamic pricing, enabled by advanced analytics and machine learning, allows companies to optimize pricing strategies and maximize profits.

The COVID-19 pandemic has also influenced pricing strategies. Many companies have adopted more flexible pricing models to accommodate changing consumer behaviors and economic conditions (Sheth, 2020). Discounts, promotions, and payment plans have been used to attract price-sensitive customers during economic downturns.

Place

Place, or distribution, involves the channels through which products reach consumers. The rapid growth of e-commerce has significantly impacted distribution strategies. A report by McKinsey & Company (2021) highlights that the shift towards online shopping has accelerated, with companies investing in digital platforms and optimizing their supply chains for online fulfillment.

Omnichannel distribution has become essential, integrating online and offline channels to provide a seamless customer experience. Retailers are enhancing their brick-and-mortar stores with digital capabilities, such as click-and-collect services and in-store digital kiosks (Rigby, 2019). The focus on last-mile delivery has also intensified, with companies exploring innovative solutions like drone deliveries and autonomous vehicles (Grewal et al., 2021).

Promotion

Promotion encompasses the communication strategies used to inform and persuade consumers. The rise of digital marketing has transformed promotional activities, with social media, influencer marketing, and content marketing playing pivotal roles. According to a study by Statista (2022), digital advertising spending has grown exponentially, with social media and video advertising leading the way.

Influencer marketing has emerged as a powerful promotional tool, with brands partnering with influencers to reach targeted audiences. A study by de Veirman et al. (2019) found that influencer marketing effectively builds brand awareness and drives consumer engagement. Additionally, the integration of artificial intelligence in promotional activities enables personalized marketing campaigns and enhanced customer targeting (Jarek & Mazurek, 2019).

Evolution of Marketing Strategy

The evolution of marketing strategy reflects the dynamic nature of the business environment and the continuous advancements in technology. The shift to digital and omnichannel marketing, the rise of data-driven decision-making, the importance of content and influencer marketing, the focus on sustainability and ethical practices, and the adoption of technological innovations all underscore the complexity and sophistication of modern marketing strategies. As businesses navigate these changes, they must remain agile and responsive to emerging trends to maintain their competitive edge and meet the evolving needs of their customers.

The Shift to Digital and Omnichannel Marketing

One of the most prominent trends in recent years has been the shift towards digital and omnichannel marketing. Digital transformation has become a necessity for businesses aiming to stay competitive in a rapidly changing market environment. According to Chaffey and Smith (2020), digital marketing strategies now integrate various online channels, including social media, search engines, email marketing, and content marketing, to create a cohesive and comprehensive approach. Omnichannel marketing has also gained traction, focusing on providing a seamless customer experience across multiple touchpoints. Rigby (2019) emphasizes the importance of integrating online and offline channels to enhance customer engagement and loyalty. Companies are leveraging data analytics to understand customer journeys better and deliver personalized experiences, as highlighted by Lemon and Verhoef (2019).

Data-Driven Decision Making

The use of big data and analytics has revolutionized marketing strategy, allowing businesses to make more informed decisions. Data-driven marketing involves collecting and analyzing large volumes of data to gain insights into customer preferences, behaviors, and trends. This approach enables companies to tailor their marketing efforts more precisely and measure the effectiveness of their campaigns. Grewal, Roggeveen, and Nordfält (2021) discuss how advanced analytics and artificial intelligence (AI) are being used to predict consumer behavior, optimize pricing strategies, and enhance customer segmentation. The integration of AI in marketing has facilitated the development of more sophisticated models for targeting and personalization, improving the overall effectiveness of marketing strategies (Jarek & Mazurek, 2019).

The Rise of Content Marketing and Influencer Partnerships

Content marketing has continued to evolve as a critical component of marketing strategy. High-quality, relevant content helps businesses attract and engage their target audiences, build brand authority, and drive conversions. According to Pulizzi (2020), the focus has shifted from quantity to quality, with an emphasis on creating valuable content that resonates with consumers. Influencer marketing has also seen significant growth, with brands partnering with influencers to reach niche audiences and build authentic connections. De Veirman, Cauberghe and Hudders (2019) highlight that influencers can effectively enhance brand credibility and drive consumer engagement. The rise of social media platforms like Instagram, TikTok, and YouTube has amplified the impact of influencer marketing, making it a staple in modern marketing strategies.

Sustainability and Ethical Marketing

Sustainability and ethical considerations have become increasingly important in shaping marketing strategies. Consumers are more aware of environmental and social issues and expect brands to demonstrate responsibility and transparency. Ottman (2021) argues that sustainability marketing is no longer a niche but a

mainstream expectation, with businesses integrating eco-friendly practices and promoting their sustainability efforts. Ethical marketing practices, such as fair trade, corporate social responsibility (CSR), and transparent communication, are crucial for building trust and loyalty among consumers. Sheth (2020) points out that brands that align with consumers' values and demonstrate genuine commitment to ethical practices can achieve a competitive advantage.

Technological Innovations and Marketing Automation

Technological innovations have significantly impacted marketing strategy, particularly through the adoption of marketing automation tools. These tools streamline and optimize marketing processes, allowing for more efficient campaign management and better ROI. Chaffey and Ellis-Chadwick (2019) discuss how automation enables personalized email marketing, lead nurturing, and customer relationship management (CRM) systems. The use of chatbots, augmented reality (AR), and virtual reality (VR) in marketing has also gained momentum. These technologies enhance customer interactions and provide immersive experiences that can differentiate brands in a crowded marketplace. Grewal et al. (2021) highlight that AR and VR are being used for virtual product trials, interactive advertisements, and enhanced online shopping experiences.

Islamic Values in Marketing Strategy

Islamic marketing is built upon key principles such as *halal* (permissible) and *haram* (forbidden), *tawhid* (unity), *adl* (justice), and *ikhlas* (sincerity). These principles guide not only the production and promotion of goods but also the overall conduct of business. Alserhan (2020) explains that Islamic marketing must align with the ethical standards of Shariah, which include fairness in pricing, transparency in advertising, and the prohibition of deceitful practices. Businesses that incorporate these values into their marketing strategies are likely to gain the trust and loyalty of Muslim consumers, who increasingly seek products and services that align with their religious beliefs.

Digitalization of marketing, companies are now using technology to enhance their engagement with Muslim consumers. The use of social media platforms, e-commerce, and digital advertising has allowed businesses to reach a broader audience while maintaining compliance with Islamic values. Recent studies, such as those by Wilson and Liu (2021), highlight the importance of integrating Islamic ethics into digital marketing practices. For instance, online advertisements and content must avoid promoting *haram* products or misleading information. The rise of digital platforms also provides opportunities for companies to educate consumers about the ethical and religious aspects of their products, thereby fostering a deeper connection with the target audience.

The integration of Islamic values into marketing strategies also plays a crucial role in building consumer trust. Brands that consistently demonstrate their commitment to ethical practices, transparency, and social responsibility are more likely to gain the trust of Muslim consumers. This is particularly important in the context of the digital economy, where consumers have access to vast amounts of information and can easily verify a brand's claims. A study by Awan et al., (2021) emphasizes that Muslim consumers are highly responsive to brands that incorporate Islamic ethics into their marketing strategies. The researchers found that ethical branding, when aligned with Islamic values, can significantly enhance brand equity and customer loyalty. This trend is particularly evident in the food, finance, and cosmetics industries, where compliance with *halal* standards is a key factor in consumer decision-making.

El-Bassiouny (2020) notes that the rise of boycott movements has led companies to reconsider their marketing strategies, particularly in Muslim-majority markets. Businesses that fail to align with Islamic values or are associated with controversial practices may face boycotts, leading to significant financial and reputational damage. Boycotting movements have become a significant issue in recent years, particularly among Muslim consumers who seek to avoid products from companies perceived as supporting unethical practices or political agendas contrary to Islamic values. These movements are often driven by global events, such as political conflicts or human rights issues, and are amplified through social media.

For example, the boycotting of certain brands linked to controversial political stances has shown the power of Muslim consumers to influence corporate behavior. Companies are increasingly aware that adhering to Islamic values not only helps in avoiding boycotts but also enhances brand loyalty among Muslim consumers.

Moreover, the proactive promotion of ethical business practices, such as fair trade and corporate social responsibility (CSR), aligns with the broader Islamic principles of justice and social welfare.

3. Method

Qualitative Method

Qualitative research serves as a crucial methodological approach for exploring and understanding participants' perspectives, experiences, and meanings within a specific context. Unlike quantitative research, which emphasizes numerical data and statistical analysis, qualitative research focuses on in-depth insights and the richness of data. This approach is particularly beneficial in studying complex social and economic dynamics, such as the influence of Islamic digital marketing on asnafpreneurs. Given the evolving nature of digital marketing strategies, qualitative research offers the flexibility to adapt research designs as new insights emerge, ensuring a comprehensive analysis of the 4Ps (Product, Price, Place, Promotion) within an Islamic framework. Methods such as interviews, case studies, and focus groups provide valuable insights into how Islamic digital marketing can effectively empower asnaf entrepreneurs, ultimately contributing to economic growth and sustainability.

Observation Approach

Observation is a widely used qualitative research method that involves systematically watching and recording behaviors, events, or interactions within a natural setting. This method allows researchers to gather data in real-time, capturing the context and subtleties of the participants' actions and interactions. Observation can be either participant (where the researcher actively engages in the setting) or non-participant (where the researcher remains an outsider).

In the context of the current study involving asnafpreneurs, observation was chosen as the primary qualitative method to explore the effectiveness of a training workshop organized by Majlis Agama Islam Perlis (MAIPs). The workshop, conducted by lecturers from Universiti Teknologi MARA (UiTM) and Kolej Universiti Islam Perlis (KUIPs), aimed to empower asnafpreneurs with essential business skills and digital marketing strategies. The observation method was deemed appropriate for this study because it allowed researchers to directly witness the interactions, behaviors, and learning processes of the asnafpreneurs during the workshop.

The role of the researcher is critical as they serve as the primary instrument for data collection and analysis. In this study, the researchers from UiTM and KUIPs played a dual role. While the lecturers facilitated the workshop, the researchers focused on observing the asnafpreneurs' behavior and interactions. This dual role required careful attention to maintain objectivity and ensure that the observations were accurate and unbiased. The researchers also engaged in reflective practices, documenting their observations, thoughts, and interpretations immediately after each session. This reflective approach helped in capturing the nuances of the asnafpreneurs' experiences and provided a deeper understanding of the workshop's impact.

Asnafpreneurs as a Unit of Analysis

The unit of analysis in this study consisted of 5 asnafpreneurs who participated in the training workshop. These individuals represent a segment of the asnaf community in Perlis, who are eligible to receive zakat (charity) due to their economic status. The focus on asnafpreneurs as the unit of analysis is significant because it provides insights into the unique challenges and opportunities faced by this group in the context of entrepreneurship and economic empowerment.

By observing these asnafpreneurs, the researchers aimed to understand how they engaged with the training content, interacted with the trainers, and applied the knowledge and skills imparted during the workshop. This approach not only provided rich data on the effectiveness of the training but also highlighted the specific needs and concerns of the asnafpreneurs that could inform future training programs.

4. Results and Discussion

The following are some of the research findings that have been obtained after several studies that have been carried out by the researchers. Referring to the selection of research methods carried out above, the

observation method is applied through the participation of knowledge transfer workshops to asnafpreneurs regarding the knowledge of marketing techniques. The innovation of The Fantastics 4 P's Model is used and applied towards the asnafpreneurs sample. The following are the results of the study found through the observation method that was conducted on the selected samples. The breakdown of instruments is divided into asnafpreneur preferences (Table 1), and marketing applied by asnafpreneur based on observation by checklist and photos (Table 2, Table 3, Table 4, and Table 5). Then, the results of the sample marketing techniques by asnafpreneurs were shared to show their level of understanding in the form of marketing posters, marketing videos, and marketing copywriting regarding their respective businesses. As stated above, the selection of five suitable samples is to be used for observation to obtain a resolution of the outcome.





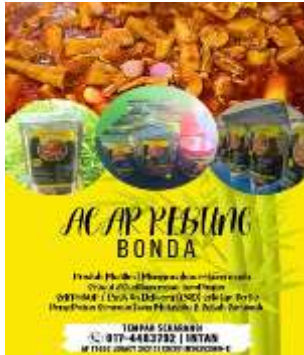


Table 1: Profile of Asnafpreneurs in Perlis

Respondent	Business Name	Business Location
R1	Cendol Santan Sawit	Jalan Sarawak, Kuala Perlis, Perlis
R2	One Tailor 2 U	Taman Tengku Budriah, Arau, Perlis
R3	Acar Rebung Bonda	Balai Baru, Beseri, Perlis
R4	Kayaku Spa	PPK Bintong, Kangar, Perlis
R5	Clarissa Beauty Spa	Kampung Panggau, Kangar, Perlis

Table 2: Marketing Checklist Applied by Asnafpreneurs

No	Instrument	R1	R2	R3	R4	R5
Product						
1.	Product offered in line with Shariah compliance and the concept of "hallalan toyyiban"	✓	✓	✓	✓	✓
2.	The product gives beneficial and benefits to the consumers and also to the environment.	✓	✓	✓	✓	✓
3.	Solving and helping with consumers' daily affairs	✓	✓	✓	✓	✓
4.	The products or services offered have their commercial value and an advanced innovation idea.	✓	✓	✓	✓	✓
Price						
1.	The price offered is reasonable and does not burden the user.	✓	✓	✓	✓	✓
2.	The price given is not too high to take excessive profit.	✓	✓	✓	✓	✓
3.	A part of the cost of profit is used towards the universal good and for helping the ummah.	✓	✓	✓	✓	✓
4.	Placing an element of charity in every value of money that is spent or traded	✓	✓	✓	✓	✓
Promotion						
1.	Strategic promotions are organised and scheduled according to the appropriate season.	✓	✓	✓	✓	✓
2.	The promotional method carried out is not too extreme and does not violate the syariah compliance.	✓	✓	✓	✓	✓
3.	The impactful marketing techniques used are interesting and up-to-date.	✓	✓	✓	✓	✓
4.	Traders use digital and the latest platforms in promoting matters.	✓	✓	✓	✓	✓
Place						
1.	It is easy for customers to access and obtain products or services when needed by users.	✓	✓	✓	✓	✓
2.	The business location is in a strategic and suitable area.	✓	✓	✓	✓	✓
3.	The business premises are by the specifications that have been set based on "hallalan toyyiban"	✓	✓	✓	✓	✓
4.	In the premises, do not sell prohibited and illegal goods together in business.	✓	✓	✓	✓	✓

Table 3: Sample Outcome of Marketing Poster Applied by Asnafpreneurs

Respondent	Photo
R1	 
R2	 
R3	 
R4	 

R5



Table 4: Sample Outcome of Marketing Video by Asnafpreneurs

Respondent	Video
R1	<p>A video titled "Dendel Sweet" showing a food stall with various items on a red table and a woman in a pink shirt and hijab standing behind the counter. The video includes social media icons and a share button.</p>
R2	<p>A video titled "One Taylor 2 u" showing a woman in a blue hijab and patterned top standing in front of a display of clothing items. The video includes social media icons and a share button.</p>
R3	<p>A video titled "Acar Reklung" showing a close-up of a woman wearing a grey hijab and glasses. The video includes social media icons and a share button.</p>

R4



R5



Table 5: Sample Outcome of Marketing Copywriting by Asnafpreneurs

Respondent	Copywriting
R1	-
R2	-
R3	<p>Kayaku spa - 1, J. YESTERDAY Saffi, 01000 Kao... ★★★★★ - Beauty salon https://maps.app.goo.gl/gBkaHnj2B e9Qk5yTA</p> <p>Kayaku spa- bintang kangar https://wa.me/01409842342</p> <p>Nak cuba full badan tp risau kot xsedap.. bini mai picit2 dulu</p> <ul style="list-style-type: none"> ✓Back massage- rm30- 20 minit ✓Distress- rm30- 20 minit ✓Migraine- rm50- 30 minit ✓Totok wajah- rm30-20minit ✓Tangan- rm30-20 minit ✓Kaki- rm30-30 minit <p>Tak puas urut sikit2/sat2 boleh la amik pakej kat bawah ni</p> <p>package urutan</p> <ul style="list-style-type: none"> ❤️ urutan full body - RM100/sesi - 2 jam++ ❤️ tuam/tunku full body- RM80/sesi - 1.5jam++ ❤️ urutan tuam RM150/sesi 2.5jam++ ❤️ pakej kecut urat(3hari) 2x tuam/tunku 1x urutan full body RM250 ❤️ Pakej kembali dara 3hari Bertugas 3x Urutan tuam 3x RM499

R4

Forwarded



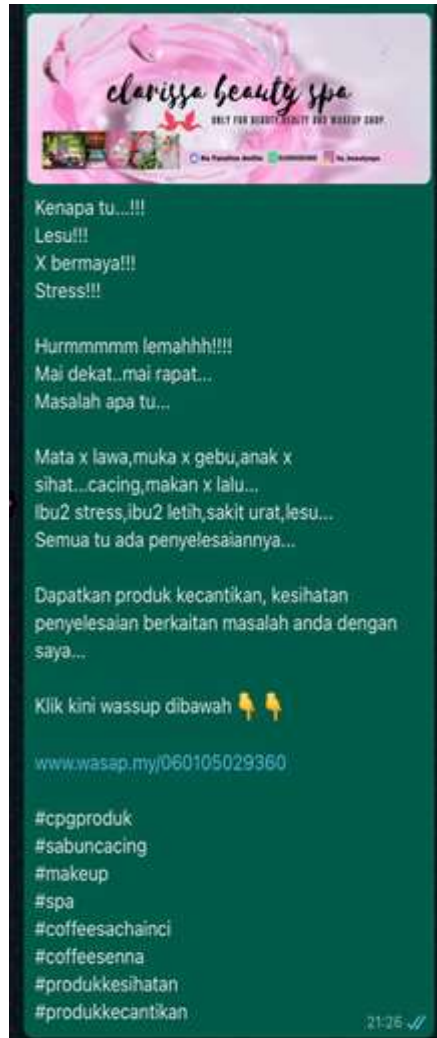
Assalamualaikum & Hai Hampaa 🙏
👉 ACAR REBUNG BONDA 👈
👉 Menggunakan Rebung Madu
👉 100% Produk Muslim
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R5



Others have found that the use of the Fantastic 4 P's Model is applied and given exposure to asnafpreneur participants has given them new knowledge of the use of the latest marketing techniques. Previously, this use was only focused on the importance of the 4 P's technique. After adding to the importance of Islamic values that need to be emphasized, they have now acknowledged and taken into account the need for the matter. The results also found that this marketing template is capable of being a reference and guidance for entrepreneurs to find out what is required for content material or their marketing techniques.

Emphasis on Islamic values in marketing methods is necessary to balance the demands of the Shariah in obtaining blessings through their business dealings. Referring to the samples that have been selected as well, all of them have almost entirely met the specifications that have been subject to the reference of the marketing template. All the information about the 4 P's elements is necessary in carrying out appropriate marketing methods to provide full information about their business. This new knowledge will always benefit the asnafpreneurs for their future business.

5. Conclusion

Through this digital marketing study, the research method used is a qualitative research method. The qualitative method applied this time is based on the observation method from the results of a knowledge sharing workshop attended by asnafpreneurs participants who are doing business around the state of Perlis. A total of five samples of asnafpreneurs were taken as a pilot test to evaluate the effectiveness of the use of the

business marketing model template. The observation method is carried out because it is an alternative available to obtain information and data collection in addition to questionnaires and interviews.

Through this observation method as well, the researcher can better examine the results from those given by the asnafpreneurs referring to the use of the recommended marketing model template. This method is also used to see the extent of the understanding of the participants through the knowledge presented in the introduction of the latest digital marketing ideas, and also the link to the application of Islamic values that are emphasized in their marketing methods. Then, a checklist is prepared as a checklist to assess the achievement of the asnafpreneurs and the proposed marketing model.

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