



DALWA SYARI'AH HOTEL COMMUNICATION STRATEGY IN IMPROVING THE QUALITY OF SERVICE TO GUESTS

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Abstract

The principle of the shari'ah era is now one of the innovations in the hospitality business. This principle of shari'ah can be used as a characteristic of a hotel, the development of a hotel based on shari'ah has not become a fairly popular business but it is believed that the development of this shari'ah-based hotel will experience a fairly drastic increase due to the current level of awareness of shari'ah. The purpose of this study is to describe how the communication strategy used by Hotel Dalwa Syari'ah in improving the quality of service to its guests and how the forms of communication used by Hotel Dalwa Syari'ah. In addition to answering the problem, this writing uses descriptive methods of analysis. Which is a procedure as research produces descriptive data in the form of written or spoken words from observable people and behaviors. The product by explaining the advantages of the product offered, while the promotion is applied through print media (advertising in newspapers or magazines) and direct marketing, personal selling, and sales promotion. While the service process itself does not accept couples who are not mahram, do not provide illegal food and alcoholic beverages. And the form of sales marketing communication is mass and interpersonal communication (a form of service created that is comfortable and with the principle of shari'ah).

Keywords: *Communication Strategy, Marketing, and Service Quality*

Introduction

The development of the hospitality industry has resulted in competition between hotel companies to provide satisfactory services to their guests the guest. The competition of the hospitality business is currently growing rapidly in attracting the attention of consumers. The higher the level of competition forces companies to achieve a competitive advantage to be able to win the competition in global

business. To win the competition the company can do planning, formulation, and determination.

The right and flexible strategy. At this time the principle of shari'ah became one of the innovations in the hospitality business. This principle of shari'ah can be used as a characteristic of a hotel, it can be known in Indonesia hotels that use this principle are rarely found. According to Karebet and Yusanto, the development of hotels based on shari'ah has not become a fairly popular business but it is believed that the development of this shari'ah-based hotel will experience a fairly drastic increase due to the current level of awareness of shari'ah. For example, Shari'ah banking. The development of shari'ah banking is currently shown by the number of shari'ah banks that have sprung up, even conventional banks are also making shari'ah banking products.¹

One of the important marketing activities in the hospitality industry in the field of promotion (marketing division) is a means of communication for companies with their target market (guests). The field of promotion in the hospitality business is mostly carried by Public Relations. For this reason, Public Relations in a company is very calculated because it has a role in the turnover of the company's system and management. There is one hotel in Pasuruan that has an advantage in the field of service, this is because the hotel uses the principle of shari'ah to the application of hotel management to its guests. Indicated by the hotel facilities provided for example, in terms of reception (reception) by not accepting couples who are not one mahram, then restaurants that do not provide non-halal food, and do not provide drinks containing alcohol, in the hotel room provides facilities such as qibla directions, books of prayers, and the Qur'an². Hotel Dalwa Syari'ah does not refuse non-Muslim guests, it's just that they do not object to the regulations and facilities provided at Hotel Dalwa Syari'ah.

As a developing hotel, it is certainly not easy to promote shari'ah hotels amid people who are still very lacking in knowledge about shari'ah hotels. This is inevitable from the great task of the Dalwa Shari'ah Hotel, in this case, the Hotel

¹ Karebet, Yusanto, *Initiated Islamic Business*, (Jakarta, Gema Insan, 2002) h.3

² M. Nashoiul Ibad, "Model Pembelajaran Komunikasi Pada Penggunaan Sosial Media Untuk Menanggulangi Penyebaran Berita Hoax Bagi Generasi Muslim Milenial," *Wasilatuna: Jurnal Komunikasi dan Penyiaran Islam* 2, no. 1 (2019): 53–73.

requires the public as its guests, and guests need trust and assurance that the place promoted is the best place to be chosen from the good. Guests as public need confidence in the comfort of the facilities available by Hotel Dalwa Syari'ah.

To further solidify its presence in society, a hotel must do self-introduction and try to get recognition and trust from the community, especially from those who almost always need the services of a hotel. This is considered necessary because a hotel has a certain commitment to society and all of it must be fulfilled by someone right in managing it.

Based on the background of the above problems, therefore in the writing of this research formulated the following problems: 1) How is the communication strategy used by Hotel Dalwa Syari'ah in improving the quality of service to its guests? 2) What are the forms of communication that Hotel Dalwa Shari'ah has caused to its guests?

Literature Review

Communication Strategy

Strategy is planning (planning) and management (management) to achieve a goal. But to achieve this goal, the strategy does not serve as a road map that only shows the direction, but must show how the operational tactics³. Similarly, communication strategy is a combination of communication planning (communication planning) and communication management (communication management) to achieve a goal⁴. To achieve this goal, the communication strategy must be able to show how its tactical operations must be carried out, in the sense that the approach can vary at any time. Depends on the situation and conditions.⁵

Communication strategy is a way of organizing the implementation of communication operations to be successful. Communication strategy is planning

³ lik Arif Rahman and Redi Panuju, "FAIR N PINK PRODUCT MARKETING COMMUNICATION STRATEGY THROUGH INSTAGRAM SOCIAL MEDIA," discourse 16, no. 2 (2017): 214–224, <https://library.binus.ac.id/eColls/eThesisdok/Bab2/2011-2-01660-MC Chapter2001.pdf>.

⁴ M. Nashoihul Ibad, "PESAN DAKWAH ISLAM ANALISIS SEMIOTIKA (STUDI KASUS INSTAGRAM @MAHAKARYAANAKBANGSA)," *Wasilatuna: Jurnal Komunikasi dan Penyiaran Islam* 03, no. 02 (2020): 163–181.

⁵ Onong Uchjana Efendi, *Communication Science Theory and Philosophy Communication*. (Bandung: PT. Aditya Bakti Image, 2003) Cet. 2nd, h.300

(planning) and management (management) to achieve one goal, to achieve these goals, the strategy does not serve as a roadmap that only indicates the direction, but must also show its operational tactics⁶. The purpose of communication strategy is as Informing (*announcing*), Educating (*educating*), Dissemination of Information (*informing*), Supporting Decision Making (*supporting decision making*)⁷.

Shari'ah Concept Hotel

A hotel is a building that is provided to the public commercially for guests who wish to get overnight services, food or drinks, and other services. Hotels that should be like conventional hotels, according to Ruswandi, their operations and services have been adjusted to Islamic teaching guidelines or sharia principles, to provide comfort, and the friendly atmosphere needed by guests, both Muslims, and non-Muslims⁸. The operation of shari'ah hotels themselves is generally no different from conventional hotels, still subject to government rules. The marketing is also open to various circles of society whether it is Muslim or non-Muslim⁹.

In terms of management, some of the things that are the principles and must be considered by the managers of shari'ah financial institutions (including shari'ah hotels) are:

- a. Every trade must be based on mutual pleasure between the two parties so that the parties do not feel harmed or persecuted. With this, the manager gives consumers the freedom to choose what they want.
- b. The movement of the principle of fair justice means that what is blessed by the management must be by what is paid. This means that all consumer rights are fulfilled.
- c. Principle of prohibition of usury.

⁶ Yusuf Zainal Abidin, *Communication Management (philosophy, Concepts, and Applications)* (Bandung, Pustaka Setia, 2015) h.155

⁷ Irma Istirizkita, *Cimb niaga Bank Communication Strategy in Improving Service to Customers (Study at TK Ketilang UIN Syarif Hidayatullah Jakarta, Department of Communication and Islamic Broadcasting* h.19

⁸ Bagyono, Ludfi Orbano, *Basics of House Keeping and Hotel Laundry*, (Yogyakarta, Adicita Karya Nusa)

⁹ Ria Dwi Putri, Ardiansyah Ardiansyah, and Abdurrachman Arief, "Identification of the Potential for Development of Picung Lake Natural Tourism Objects from the Aspect of Tourism Products in Muara Aman, Bengkulu Province," *NALARs* 18, no. 2 (2019): 93.

- d. Love saying, please help and universal brotherhood. This is interpreted by a willingness to help and serve all consumers, meaning that there is no discrimination, between blacks and whites, between Muslims and non-Muslims or others.
- e. Do not make mentally damaging efforts such as drugs and pornography. The management does not provide products/services and facilities that bring madharat but must be useful for consumers.
- f. Trade must not neglect itself from worship (prayer and zakat) and remember Allah. The obligation of prayer and zakat should not be forgotten, both managers and consumers.
- g. All transactions should be recorded properly so that they can be accounted for later.

In summary, business signs in shari'ah hotels can be described as follows:

- a. Not producing, trading, providing, renting, a product or service that is all or part of the service element or product, prohibited or not recommended in sharia. Such as foods that contain elements of pork, alcoholic beverages or intoxicating substances, gambling, adultery, pornography, pornography, pornography, and others.
- b. Transactions must be based on a service or product that is real, true.
- c. There is no tyranny, ignorance, arrogance, damage, intoxication, heresy, and complicity, either directly or indirectly in actions or things that are prohibited or Not recommended by sharia.
- d. There is no element of cheating lies, obscurity (gharar), excessive risk, corruption, manipulation, and ribawi or getting a result without wanting to participate in business or risk.
- e. Complete commitment to the agreement made¹⁰.

Quality of Service

Service is any action or activity that one party may offer to another party, which is essentially intangible and does not result in any ownership. Its production can be attributed or not attributed to a single physical product. Service is the

¹⁰ Riyanto Sofyan, *Sharia Business Why No?*, (Jakarta, Gramedia Pustaka Utama, 2011) h.64-65

behavior of producers to meet the needs and desires of consumers to achieve satisfaction in the consumers themselves. Kotler also said that such behavior can occur during, before, and after the transaction. In general, high-standard service will result in high satisfaction and more frequent repurchases. Then it can be said that the service is quality, and if the service received is the same as the expected service then the service can be said to be satisfactory.¹¹

In serving consumers, things that need to be considered are consumer satisfaction with the services provided. Satisfying means that consumers will feel that all their wants and needs can be done appropriately. From some of the above definitions, it can be concluded that the quality or quality of service is the difference between customer expectations of service and their perception of good service. They accepted¹².

Then it can be said that the service is quality, and if the service received is the same as the expected service then the service can be said to be satisfactory¹³. The quality of service makes the value that must be done by the company to survive and still gain the trust of customers. Consumption patterns and customer lifestyles require companies to be able to provide quality services can be determined by a *service quality* approach.¹⁴

Research Methods

In this study, the authors used a type of qualitative research. With descriptive methods of analysis. Which is a procedure as research produces descriptive data in the form of written or spoken words from observable people and behaviors¹⁵.

Qualitative research aims to gain a general understanding of social reality from the perspective of participants. The understanding is not determined first, but

¹¹ Philip Kotler. *Marketing Management in Indonesia: Planning, Implementation and Control Analysis*. (Jakarta, Salemba Empat, 2002), p.83

¹² Fandi Tjiptono. *Marketing Strategy*. (Yogyakarta, Andi Ofset, 2007) First Edition, p.132

¹³ Salamatus Asakdiyah. *Analysis of the Relationship between Service Quality and Customer Satisfaction in the Formation of Matahari Group Consumer Purchase Intentions in Yogyakarta Special Region*. (Journal of Accounting, Management of STIE YKPN Yogyakarta Volume XVI Number 2, 2005(, p.130

¹⁴ Rambat Lupiyodi, *Service Marketing Management*, (Jakarta, Salemba Empat, 2001), h.216-217

¹⁵ Lexi J Moleong, *Qualitative Research Method*, (Bandung, : Rosdakarya Teenager,2004) h.3

obtained after analyzing the social reality that is the focus of research, and then a conclusion is drawn in the form of A general understanding of these realities¹⁶.

Subject Research this be Relationship Hotel Dalwa Shari'ah Bangil Pasuruan While object research this be strategy Communication Hotel Dalwa Shari'ah deep build image. Deep research this, Researchers Held Observation towards program work and strategy communication Service Hotel Dalwa Shari'ah deep Increase quality Service towards guest that is with Observe What that Done part Service Hotel so that client feels interested to Stay at or use product hotel. Observation begins from the room, room meeting, food, drink, and facilities hotel Other. Researchers do answer in immediately with that bertanggung answer deep thing Service begins from assignment and Activities. With a purpose to get information that clear about strategy communication Service Hotel Dalwa Shari'ah deep Increase quality Service appropriate with purpose research this.

Data management techniques are carried out after the data is collected, to determine the level of accuracy of the data that has been collected, it is very important to do data processing using data processing techniques that have been collected. Commonly used in research. Then a conclusion is drawn to find the answer to the question contained in the formulation of the problem. With the conclusion, this study is directed to where it will go.

The method used in analyzing data is descriptive analysis. The function of descriptive analysis is to provide an overview of the data that has been obtained. This overview can be a reference to see the characteristics of the data we obtain¹⁷.

¹⁶ Rosady Ruslan, *Public Relations and Communication Research Method*, (Jakarta: PT. Rajagrafindo Persada, 2006)Ed. 1. This. 3, h. 213)

¹⁷ Jalaluddin Rakhmat, *Communication Research Methods*, (2005) p.25

Discussion

Dalwa Syari'ah Hotel

Dalwa Syari'ah Hotel is a facility established by Pondok Pesantren Darullughah Wadda'wah Bangil Pasuruan in the hospitality industry business. The goal is to build the pesantren economy and also for a place to stop by the santri guardians in particular and the community in general. Dalwa Syari'ah Hotel has a CSR (Corporate Social Responsibility) program. This is a business approach by contributes to sustainable development by providing economic, social, and environmental benefits for all stakeholders.

Hotel Dalwa Syari'ah is located at Jalan Raya Raci no.51 Po Box 8 Bangil, Pasuruan, East Java. Dalwa syari'ah Hotel is the only hotel in Pasuruan under the auspices of Pondok Pesantren and also the only hotel whose location is so strategic at the entrance of the PIER industrial area. So that for guests both guardians and important guests of the company can feel safer, more comfortable (secure) and more unity.

Communication Strategy Analysis

Promotional activities are one of the most important marketing parts in the hospitality industry because if designed properly can improve results and foster a positive image of the company. such as Dalwa Syari'ah Hotel, so that the company's goals can be achieved well as well. With the increasing competition in the field of hospitality business today, then each hotel must have its system in offering its hotel services to the general public or maintaining existing consumers¹⁸.

According to the author, to be different from conventional hotels in general, Dalwa Pasuruan Hotel has a Shari'ah concept and middle eastern nuances. in his service certainly prioritizes the noble value of Islam. Start from the form of welcome by saying greetings. Restrictions on hotel guests such as not allowing non-mahram couples to book a room except by showing a marriage certificate or so on. Hotel Dalwa Syari'ah also does not restrict non-Muslim guests from staying on

¹⁸ Lidya Agustina, "Marketing Communications Through New Media in Serambi Botani," *Journal of the Telematics and Information Society* (2015): 129–138, <https://media.neliti.com/media/publications/233741-komunikasi-pemasaran-via-media-new-b9c4515a.pdf>.

the condition that guests do not object to all the provisions that the Hotel applies by the principle Shari'ah. Other facilities are rooms that have qibla directions, then provided also worship support tools such as prayer mats, the Quran¹⁹. So that it will provide comfort for guests who will perform any worship, especially for Muslims. And there is also a very comfortable Musholla and restaurants with a variety of food and beverage menus that God willing guaranteed its halalness and health due to it is attached to the health service.

For guests to be aware, Hotel Dalwa Syari'ah has a certain strategy. Strategies that are often used with brainstorming and through approaches such as travel be it Online Travel Agent (OTA) or offline travel, agencies, other partnerships, and the general public with Conducting CSR (Corporate Social Responsibility) program activities. The facilities of Hotel Dalwa Syari'ah have several 60 rooms with several types of rooms, namely Deluxe Room, Superior Room, and Suite Room. In addition to room type, Dalwa Hotel Syari'ah also has 3 Meeting Rooms.

The findings in this study have promotions, namely as follows:

1. Direct Marketing Hotel Dalwa Syari'ah conducts direct marketing using sales blitz and sales visits. Sales blitz is in the form of brochures and promo rates. The sales visit is to visit several agencies, travel agents, and so on.
2. Personal Selling For personal selling, Hotel Dalwa Syari'ah always shows the standard for marketing done to clients. Not ruled out the possibility, not all of these agencies can cooperate with Hotel Dalwa. And Hotel Dalwa has also done personal selling by participating in various marketing events held in several major cities. To target all the general public.
3. Sales Promotion To promote sales, Hotel Dalwa Syari'ah has its event calendar. Sales promotion (sales promotion) that is often done is like hotels- 51 hotels in general such as Special Discount and Special gift or others such as.

¹⁹ Media Suchaya, University Lecturer, and Serang Raya, "Media Suchaya" 3, no. 01 (2017): 43–58.

4. Print advertising media. Hotel Dalwa Syari'ah uses print media as its advertising strategy. Some print advertisements that have been done by dalwa Syari'ah hotel are placing advertisements in newspapers and some magazines, be it Islamic or public magazines. Advertising becomes one of the most potent ways of delivering messages to consumers because indirectly advertising gives an overview of the product, the facilities offered by the consumer. The hotel to meet the satisfaction of its customers.
5. The location of the hotel. According to the author, the consideration of the establishment of Hotel Dalwa Syari'ah in addition to being used for guardians who want to visit their students is a location that is so strategic near the pier industrial center and also pasuruan district government center.
6. Service to guests. To form a qualified employee staff, Hotel Dalwa Syari'ah conducts training for new employees and is also carried out continuously. This training is carried out by parties who have been trusted by Hotel Dalwa. This training is done by giving directions and tests to all employees or prospective employees. This is done so that the staff does not forget about their respective fields.
7. According to the author, for its reservation system, of course, Hotel Dalwa Syari'ah has different things from conventional hotels in general. Usually, in conventional hotels, greetings use the phrase good morning, good afternoon, or others, while at Hotel Dalwa Syari'ah has a greeting that is "Assalamualaikum ", this is by the principle of shari'ah itself. And the difference again is during the check-in process where conventional hotels are only asked for one id, while at Hotel Dalwa Syari'ah if the staying two men and Women must then show marriage books or letters indicating that they are legal partners.

Dalwa Shari'ah Hotel Communication Form

- a. As a sales marketing hotel Shari'ah one form of communication carried out is by communication between individuals. For example; offers on events held

by Hotel Dalwa Syari'ah by visiting relevant agencies and giving an orally picture with polite and polite sentences while giving leaflets, brochures containing pictures, illustrations, and sentences related to promotions by Hotel Dalwa Syari'ah. Verbal communication that is commonly used by sales marketing Hotel Dalwa Syari'ah is sales visit, in this sales visit is closely related to a process by consumers or prospective guests visited.

The forms of lobbying carried out are as follows:

1. The existence of persuasive techniques indirectly (smoothly) in promoting offers.
2. There is a price bargain in hotel Dalwa Syari'ah promo offers such as room offers or other facilities (meeting rooms, and various restaurant menus).
3. Express gratitude for consumer confidence in Hotel Dalwa Syari'ah in using hotel facilities.

b. Interpersonal Communication

In addition to the mass communication used by sales marketing Hotel Dalwa Syari'ah, also used a form of interpersonal that complements the facilities for a comfortable atmosphere and shari'ah of course. From the service that includes a friendly and polite attitude when opening the door between the doorman and his guests, gestures of polite greetings, reception that welcomes with attitude and clothing Polite and syar'i. Hotel Dalwa Syari'ah also provides mushalla facilities, restaurants with halal food, room contents that provide worship supporting tools such as: prayer mats, Quran, and qibla directions, it adds its own added value non-verbally in pampering the visiting guests²⁰.

As a sales marketing hotel shari'ah is not easy to convince consumers to instill trust and add its impression with the value of shari'ah, namely by dressing formally wearing a hijab and dressed modestly syar'i. Act with courtesy, courtesy and flash a reasonable smile when meeting with consumers. On the other hand, all the facilities provided are as support to meet the service

²⁰ Azhar, "INTRODUCTION TO PERSONAL COMMUNICATION: A Study in the Perspective of Islamic Communication," *AL-HIKMAH: Media of Da'wah, Communication, Social and Culture* 9, no. 14 (2017): 79–91.

to guests, meaning that Hotel Dalwa Syari'ah wants to pamper its guests inappropriately. directly with satisfactory service²¹.

Non-verbal communication includes all stimuli (except verbal stimuli) in a communication setting, generated by the individual, and the use of the environment by the individual, which has potential message value. for the sender or receiver. In this case, Hotel Dalwa Syari'ah wants to convey the message of syar'i to the guests, starting from the first time the guest enters the hotel greeted with greetings "Assalamualaikum ", the hotel staff is neatly dressed and polite, then provides Islamic-laden facilities, up to very Islamic room facilities. Deliberately Hotel Dalwa Syari'ah sends many nonverbal messages, namely syar'i messages that are the principle of the hotel to other individuals who in this case guests and clients²².

These nonverbal messages will continue to stick in the minds of guests or clients, that Hotel Dalwa Syari'ah is a Shari'ah hotel with syar'i hotel services, this is expected to be a principle Islam is not rigid and acceptable in the community and can compete well amid the hospitality business in Pasuruan or East Java, although This Dalwa Shari'ah hotel uses sharia principles, so Islam can prove with Islamic principles the hospitality business can continue to run and will continue to grow. It is these attitudes that foster a sense of comfort that is cultivated between personalities.

Conclusion

The communication strategy implemented by Dalwa Syari'ah Hotel is a product, promotion, place, people, physical evidence, process. The product by explaining the advantages of the products we offer, while the promotion applied by Dalwa Syari'ah Hotel is through print media (advertising in newspapers or magazines) and direct marketing, personal selling, or sales promotion. While the service process itself does not accept couples who are not mahram, do not provide illegal food and alcoholic beverages, each room has a qibla direction. , prayer mats,

²¹ Yosol Iriantara, "Interpersonal Communication in Human Life," Module 1 (2015): 1–45. Yosol Iriantara, "Komunikasi Antarpribadi Dalam Kehidupan Manusia," *Modul 1* (2015): 1–45.

²² Yuliana Rakhmawati, Interpersonal Communication with Mental retardation, *Communication Research Journal*, vol. 16, 2019.

and the Quran. The form of sales marketing communication of Hotel Dalwa Syari'ah is by mass and interpersonal communication (a form of service created that is comfortable and with the principle of shari'ah).

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