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Research Article

Promotion Strategy to Increase Sales Volume at Desi Store in Nagari Pinaga Aua Kuniang, Pasaman District, West Pasaman Regency

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Abstract. This study aims to determine how to increase sales volume at Desi Store through promotional strategies. This study aims to formulate promotional strategies as an effort to increase sales volume at Desi Store which requires business actors to be honest, fair and responsible, understand the rules of trading according to sharia, conduct buying and selling based on divinity because Muslim sellers believe that all forms of transactions they make will be held accountable by Allah SWT. Desi Store is located in Nagari Pinaga, Aua Kuniang, Pasaman District, West Pasaman Regency. The type of research used is Qualitative Descriptive and field research*,* namely data collected directly by the author through structured interviews with the owner and employees of Desi Store. Data analysis used is SWOT analysis, namely analysis of data obtained to identify strengths, weaknesses, opportunities, and threats. The results of the study indicate that the SWOT analysis conducted indicates that Toko Desi's position is in Quadrant I (SO) with the highest score of 3.5, which means Toko Desi has excellent internal strengths and simultaneously faces various significant opportunities from the external environment. In conclusion, the SO strategy from a sharia perspective places Toko Desi in a strong position to grow aggressively while maintaining Islamic values. With consistent and innovative implementation, Toko Desi has the potential not only to increase sales volume but also to obtain blessings (barakah) in its business. The results of the overall analysis indicate that Toko Desi's promotional strategy is incomplete and still relies on traditional promotions. The IFE and EFE analyses prove that although there are many strengths and opportunities, weaknesses in the digital promotion aspect and threats from online competition need to be addressed immediately. Recommended promotional strategies include social media, digital training, event collaborations, and loyalty programs to increase sales sustainably and implement sharia marketing principles.

Keywords: Sales Volume; Promotion Strategy; SWOT Analysis; Sharia Marketing; Desi Store.

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1. BACKGROUND

Micro-enterprises are a key pillar of the national economic structure, playing a vital role in creating jobs, increasing community incomes, and strengthening local economic resilience. According to **Tulus Tambunan (2009:18)** , micro, small, and medium enterprises (MSMEs) have made a significant contribution to Indonesia's economic growth because they absorb a large workforce and are the driving force behind the real sector in various regions.

However, to maintain the sustainability of their businesses, micro-entrepreneurs need an effective marketing strategy. **Kotler and Armstrong (2012:202)** emphasize that marketing is a social and managerial process by which individuals or groups obtain what they need and want through creating, offering, and exchanging products of value with others. Therefore, an appropriate marketing strategy can help micro-entrepreneurs increase sales volume, expand market reach, and strengthen their competitive position.

One of the key elements of a marketing strategy is **promotion**. According to **Tjiptono (2020:38)**, promotion is a company's effort to inform, influence, and persuade consumers to purchase the products or services offered. Promotion not only aims to increase short-term sales but also builds a positive image and customer loyalty. In the context of micro-businesses, appropriate promotion can help increase competitiveness in an increasingly competitive market.

From an Islamic perspective, promotional and trade activities must be based on the principles of honesty, openness, and willingness between sellers and buyers. This is emphasized in **Surah An-Nisa, verse 29** , which reads:

تَكُوْنَ تِجَارَةً عَنْ Allah Al تَأْكُلُوْٓا اَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ Allah يٰٓاَيُّهَا الَّذِيْنَ اٰمَنُوْا
كَانَ بِكُمْ رَحِيْمًا Al-Nayyy Allah تَرَاضٍ مِّنْكُمْ ۗ وَلَا تَقْتُلُوْٓا اَنْفُسَكُمْ ۗ

Meaning:

"O you who believe, do not consume each other's wealth in a false way, except by means of commerce that is carried out between you."

According to **Tafsir al-Jalalayn** , this verse emphasizes that every sale and purchase transaction must be conducted legally and based on the consent of both parties. This principle aligns with the values of **Islamic marketing management,** as stated by **Abdul Mujib (2018:7-8)** , who argues that in Islamic marketing, moral and ethical aspects play a crucial role in ensuring justice and blessings in every business activity.

One example of the implementation of promotional strategies in micro-enterprises is the **Desi Clothing Store** in Nagari Pinaga Aua Kuniang, Pasaman District, West Pasaman Regency. This store sells clothing and plays a significant role in the local economy. However, interviews (December 2024) revealed that the Desi Store experienced significant fluctuations in sales volume between 2010 and 2024. Data showed a decline in sales in certain years, such as 2013, 2019, and 2021, due to a suboptimal promotional strategy.

The sales table shows that although there was an increase in 2022 of **82.04%** , this trend did not continue in 2023, which actually experienced a decrease of **4.61%** . This indicates that the promotion carried out was not comprehensive and was still limited to **personal selling** and **sales promotion** , such as direct offers and product displays in stores. Meanwhile, according to the theory of **Kotler and Keller (2008:169)** , an effective promotional strategy should include five main elements, namely **advertising** , **sales promotion** , **public relations** , **personal selling** , and **direct marketing** .

In the context of business competition in Nagari Pinaga Aua Kuniang, Toko Desi also faces competitors such as **Dmk Store** , **Toko Dani Textile** , **Queen Fashion** , **Kasiko Store** , and **AfZ Style** , some of which have actively used social media and digital marketing strategies. Based on observations in 2025, competitors such as AfZ Style and Queen Fashion were able to attract consumers through digital promotions on Facebook, TikTok, and WhatsApp Groups. This shows that the implementation of **digital marketing** is key to the success of micro-businesses in attracting modern consumers.

Therefore, Toko Desi needs to design **a more comprehensive and adaptive promotional strategy** , integrating conventional and digital approaches. This strategy aims not only to increase sales volume but also to strengthen brand image and customer loyalty. Well-planned promotions oriented toward customer satisfaction will have a positive impact on business growth and long-term competitiveness (**Rangkuti, 2017:3–4**).

Based on the description above, it can be concluded that the need to implement a comprehensive and targeted promotional strategy is crucial for the sustainability of micro-businesses. This is the basis for the author to conduct research entitled:

"Promotional Strategy in Increasing Sales Volume of Desi Shop in Nagari Pinaga Aua Kuniang, Pasaman District, West Pasaman Regency"

2. THEORETICAL STUDY

Islamic Business

Islamic business is an integral part of the Islamic system of muamalah, which regulates social and economic interactions based on sharia principles. In conducting business, activities must be based on the truth of the teachings and guidelines of Allah SWT (Islamic Sharia). This includes product production and distribution, product marketing, and human resource planning, including recruitment, training, placement, coaching, control, and evaluation. Furthermore, financial management, including the acquisition, use, transactions, and accountability of funds, must also be carried out in accordance with sharia principles to ensure fairness and blessings in business.

Marketing Theory

Islamic Marketing is a process of creating, offering, and selling products and services without violating Islamic principles. In Islamic marketing practice, there are four characteristics of Islamic marketing according to Hermann Kartajaya and Syakir Sula: 1) Theistic (*rabbaniyyah*)/spiritual 2) Ethical (*akhlaqiyyah*) 3) Realistic (*al-waqiyyah*) 4) Humanistic (*insaniyyah*)

The marketing that occurs in it is of course a buying and selling process between producers and consumers. There are four kinds of buying and selling laws in Islamic marketing, including: 1) Mubah (permissible) 2) Obligatory 3) Sunnah 4) Haram Marketing strategy has three important components, namely: 1) Market Segmentation 2) Determining Market Targets 3) Market Differentiation and *Positioning* The types of marketing strategies that a company can implement are: 1) Undifferentiated marketing . 2) Differentiated marketing . 3) Concentrated *marketing* . Marketing functions include: gathering information about customers, competitors, and the marketing environment; enhancing persuasive communication to attract buyers; reaching agreements on price and terms for transfer of ownership; assuming risks related to implementing marketing channels; and managing product distribution to the end customer .

Promotion

Promotion as an effort made by marketers, communicating with potential customers audience. The promotional mix as mentioned by Kotler and Keller has 5 elements, namely a special combination of advertising, personal selling, sales promotion and public relations that companies use to achieve their advertising and marketing promotion objectives.

The purpose of this promotion is to enable businesses to inform, influence and convince their customers in addition to retaining current and future customers . According to Rangkuti, on generally activity promotion must based on the following objectives: 1) Modification behavior behavior 2) Informing 3) Persuading 4) Reminding

Strategy

Strategy is a measuring tool to achieve company goals in in relation to long-term goals, ongoing programs and priorities allocation source Power.

SWOT Analysis

A SWOT analysis is a strategic planning method used to evaluate the strengths, weaknesses, opportunities, and threats faced by a business or project. This analysis compares internal factors (strengths and weaknesses) with external factors (opportunities and threats) to determine the company's current situation. The results of a SWOT analysis help companies develop an appropriate vision, mission, goals, and strategies to effectively achieve business objectives .

The ultimate goal of a SWOT analysis is to produce functional and easily implemented strategic alternatives in a business, with the following benefits: a) Serving as a guide for companies to focus on decision-making. b) Providing a comparison of the company's perspectives on strengths, weaknesses, opportunities, and threats. c) Helping to understand the product life cycle, which experiences ups and downs in the market.

Benefits of SWOT Analysis

The benefits of SWOT analysis include: a) To be a company guide in formulating strategic policies for future plans and implementation. b) To be a foothold in achieving company goals. c) To be used as evaluation material for strategic policies and company planning systems. d) Help refine existing strategies to accommodate changing business conditions. e) Provide new ideas for company management in decision making. The stages of SWOT analysis include IFE (Internal Factor Evaluation) Matrix analysis to evaluate the company's internal strengths and weaknesses by assigning weights to each factor. Next, EFE (External Factor Evaluation) Matrix analysis is used to assess external opportunities and threats with weights that reflect the level of importance of each factor. These two analyses are then combined in the SWOT Matrix to develop various strategic alternatives that are appropriate to the company's internal and external environmental conditions, thereby facilitating strategic decision making.

Marketing strategy

A marketing strategy is an effort to market a product, whether goods or services, using a specific plan and tactics to increase sales. Marketing strategy has four main functions: increasing management motivation to see the future with a new perspective for the company's sustainability; coordinating marketing activities effectively so that the team works on target; formulating clear company goals for short- and long-term achievement; and overseeing marketing activities with performance standards that facilitate monitoring the quality and quality of team members' work.

Promotion Strategy

A promotional strategy is a company's plan of activities to inform consumers about a product through various communication media with the goal of building consumer confidence and ultimately leading to a purchase. Promotion serves as communication that conveys the product's advantages and benefits to convince consumers. Promotional strategy design is based on the consumer-product relationship derived from market research, and its implementation can include advertising, coupon distribution, sales force utilization, and publicity events.

An effective promotional strategy must adapt to the consumer-product relationship across various market segments and adapt to changes in the product life cycle and the competitive environment. Developing an advertising strategy begins with understanding the consumer's means-end chain and selecting the most relevant one to connect with their desires. Personal selling strategies are developed using the ISTEA model, which emphasizes initial consumer analysis as the focal point. Promotional impact is evaluated by comparing achievement results against initial objectives, using tools such as coupons to measure short-term sales effectiveness. Overall, the implementation of promotional strategies aims to influence consumer behavior, increase demand, build goodwill, and encourage increased purchases and the introduction of new products, while minimizing brand switching.

Sales Volume

Sales volume is the number of products or services sold in a company during a given period. Islam clearly states that we must conduct business transactions honestly, as stated in Allah's Word (Quran 17:35).

وَأَوْفُوا۟ ٱلْكَيْلَ إِذَا كِلْتُمْ وَزِنُوا۟ God willing تَأْوِيلًا٣٥

Meaning: *Give fully when you measure, and weigh with a balanced balance. That is what is fairest and best in the end.*

Micro Enterprises

The law defines Micro, Small, and Medium Enterprises (MSMEs) based on net assets, excluding land and buildings, and annual sales revenue. Microenterprises have maximum assets of Rp 50 million and annual sales of up to Rp 300 million. Small enterprises have assets of more than Rp 50 million to Rp 500 million, with annual sales between Rp 300 million and Rp 2.5 billion. Medium enterprises, on the other hand, have assets between Rp 500 million and Rp 100 billion, with annual sales above Rp 2.5 billion and a maximum of Rp 50 billion.

The goal of empowering Micro, Small, and Medium Enterprises is to create a balanced, growing, and equitable national economic structure; to foster the capacity of MSMEs to become resilient and independent; and to enhance the role of MSMEs in regional development, job creation, income equality, economic growth, and poverty alleviation.

Promotional Strategies to Increase Sales Volume in Micro Enterprises

Promotional strategies are crucial for micro-businesses to introduce products, attract consumers, and increase sales. Without effective promotion, even quality products struggle to gain recognition in the market. A company's success in increasing sales depends on proper marketing management, particularly a sales strategy to ensure products sell well. Accurately implementing promotional strategies and capitalizing on opportunities can increase sales volume and profits. Management is considered successful when marketing is maximized and products are sold, enabling the company to continue operating.

Corporate strategy is a comprehensive plan that combines a company's strengths with environmental challenges to achieve organizational goals. Promotion, as a crucial part of strategy, plays a role in attracting consumers and providing added value to encourage them to purchase a product. For promotion to be effective, a company must combine four promotional variables according to internal and external conditions. Successful promotion directly impacts increased sales volume, which is a measure of a product's success in the market. With the right promotional strategy, a company can strengthen its market position and increase sales margins.

The impact of a promotional strategy on sales volume depends on its suitability to the product's characteristics and other factors. A suitable promotional strategy increases sales volume, while an inappropriate strategy can decrease it. Five important components of a promotional strategy that impact sales are: a. Advertising b. Sales promotion c. Personal selling d. Public relations e. Direct marketing

3. RESEARCH METHODS

The type of research used is Qualitative Descriptive and field research, namely data collected directly by the author through structured interviews with the owner and employees of Toko Desi. The data analysis used is a SWOT analysis, namely an analysis of the data obtained to identify strengths, weaknesses, opportunities, and threats.

4. RESULTS AND DISCUSSION

Promotional Strategy to Increase Sales Volume of Desi Shop in Nagari Pinaga Aua Kuniang, Pasaman District, West Pasaman Regency

IFE Analysis

Tabel 1. IFE Results Desi Store Promotion Strategy.

No	Internal Factors	Amount	Rating	Weight	Weight X Rating
	Strengths				
1	Active sellers offer products directly to buyers' homes	140	4	0.09	0.36
2	Provide explanations and recommendations directly to buyers	140	4	0.09	0.36
3	Greeting customers at the store	140	4	0.09	0.36
4	Attractive product displays in the shop	140	4	0.09	0.36
		560			**1.44**
	Weaknesses				
1	Never participated in a bazer/event	35	1	0.02	0.02
2	Do not use promotions such as coupons, discounts, gifts	65	2	0.04	0.08
3	Do not create advertisements or promotions on social media	36	1	0.02	0.02
4	Doesn't have an online shopping platform	35	1	0.02	0.02
5	Do not create advertising content (posters, banners, videos)	35	1	0.02	0.02
6	Not utilizing local radio, newspapers, or media	35	1	0.02	0.02
7	Don't have a website/online store	35	1	0.02	0.02
8	Do not place advertisements in local newspapers	35	1	0.02	0.02

9	No local radio advertising	35	1	0.02	0.02
10	Never give discount coupons	65	2	0.04	0.08
11	Never give gift purchases	35	1	0.02	0.02
12	There are no contests/sweepstakes for buyers	35	1	0.02	0.02
13	Direct discounts only occasionally	65	2	0.04	0.08
14	Do not sponsor community activities	65	2	0.04	0.08
15	No cooperation with local schools/organizations	65	2	0.04	0.08
16	No cooperation with investors/external parties	65	2	0.04	0.08
17	Not inviting local media to cover store activities	35	1	0.02	0.02
18	Not sending product catalog	35	1	0.02	0.02
19	Not actively sending promotions via WhatsApp/SMS	65	2	0.04	0.08
20	Rarely call customers for new product promotions	65	2	0.04	0.08
21	Do not create visual promotional posters/banners	35	1	0.02	0.02
22	No advertising on YouTube/local TV	35	1	0.02	0.02
23	Less welcoming customers in person at the store	65	2	0.04	0.08
24	Rarely contact customers by phone/WhatsApp	65	2	0.04	0.08
		1,176			**1.08**
Total		**1,736**		**1.00**	**2.52**
	Difference				1.08

Source: *Primary data analysis processed in 2025.*

Based on the results of the Internal Factor Evaluation (IFE) Analysis at the Desi Store in Pasaman District, West Pasaman Regency, it can be concluded that the store's internal strengths are quite dominant compared to its weaknesses, especially in its direct service-based promotional strategy to customers. The total IFE score of 2.52 out of a maximum of 4.00 indicates a fairly strong internal position, with a positive difference of 1.08 between the strength score (1.44) and the weakness score (1.08). The store's main strength lies in its personal approach such as direct sales to buyers' homes, face-to-face product explanations, attractive product displays, and friendly service that are effective in attracting and retaining customers. However, weaknesses are seen in aspects of digital promotion and modern media that have not been optimally utilized, such as social media, websites, visual content, WhatsApp, and YouTube. With this strong internal foundation, the Desi Store has the potential to increase sales volume by immediately developing a digital promotion strategy and expanding social engagement to reach a larger and more competitive market in the digital era.

EFE Analysis

Table 2 of Desi Store Promotion Strategy.

No	Dominant External Factors	Amount	Rating	Weight	Weight X Rating
	Opportunities				
1	Growth of internet and social media users	140	4	0.16	0.64
2	Provide explanations and recommendations directly to buyers	115	3	0.13	0.39
3	Consumers' tendency to shop for local and affordable products	115	3	0.13	0.39
4	The development of digital promotion technology (free and easy-to-use applications)	140	4	0.16	0.64
	Total Opportunities	**510**			**2.06**
	THREATS				
1	Competition with modern shops and online shops	105	2	0.13	0.26
2	Changes in consumer behavior towards online shopping	105	2	0.13	0.26
3	Price fluctuations and dependence on supply of goods	70	2	0.18	0.16
4	Economic uncertainty and inflation	70	2	0.18	0.16
	Total Threats	**350**			**0.84**
	TOTAL	**860**		**1.00**	**2.90**
	Difference				**1.22**

Source: Joko Edwin Saputra, SWOT Analysis of Usage, Scientific Journal of Management, Economics, & Accounting 2022

Based on the EFE Matrix Analysis, Toko Desi demonstrated good responsiveness to the external environment with a total score of 2.90 (> 2.5) indicating that opportunities are more dominant than threats, with a difference of 1.22 between the opportunity score (2.06) and the threat score (0.84). Key opportunities include the high number of internet and social media users, the ease of digital promotion technology, consumer trends favoring local and affordable products, and government support for MSMEs. Meanwhile, threats that must be anticipated are competition between modern stores and online shops, changes in consumer behavior to digital, economic instability, inflation, price fluctuations, and supply dependency. With a total EFE score above average, Toko Desi has successfully utilized opportunities and overcome threats effectively, thus having strong strategic space for growth, especially if it is able to optimize digital promotions through platforms such as WhatsApp Business, Instagram, TikTok, and Shopee, utilize MSME support programs, maintain stock and price flexibility, and implement a hybrid promotional strategy that combines conventional and digital approaches to reach more customers.

SWOT Matrix

Table 3. Desi Store SWOT.

IFE	**Strength**	**SO Strategy**
	1 The seller comes directly to the prospective buyer's house. 2 Greet buyers in-store directly. 3 Provide explanations and recommendations directly to buyers. 4 Attractive product display arrangement	1 Sellers come directly to prospective buyers' homes and provide direct explanations, which can be combined with local product shopping trends to build consumer trust in local stores. 2 The attractive welcome and product arrangement in the store is used to create visual promotional content on social media. 3 Use a direct approach to buyers with the support of government MSME programs for digitalization training and promotion. 4 Stores can leverage advances in digital technology to support their ability to provide information directly to shoppers, such as through live shopping, digital catalogs, and product explanation videos.
	Weaknesses	**WO Strategy**
	1 Never participated in a bazaar event. 2 Offers via telephone or private chat such as WA are rare or sometimes. 3 Discount coupons for price cuts. 4 Purchase gift can get free items. 5 Contests and prize draws. 6 Direct discount price reduction at the buyer's store. 7 Participate in local events such as bazaars or festivals. 8 Provide sponsorship for local community activities. 9 Building relationships with investors (support from other parties). 10 Building partnerships with local schools and organizations. 11 Invite local media to cover store activities. 12 Sending promotional letters or brochures to homes. 13 Calling customers to offer new products. 14 Send a catalog of product lists and prices (printed or via mobile phone). 15 Advertisements on TV or YouTube that you can follow directly to buy the product. 16 Website/online store to facilitate direct purchasing. 17 Promotions are sent directly to your mobile phone via message (WhatsApp/SMS/Telephone). 18 Place product advertisements in local newspapers. 19 Make promotional posters or banners around the shop. 20 Advertise on local radio for wide reach. 21 Create advertising content on social media (Facebook). 22 Create a simple promotional video to upload to Tik Tok. 23 Using shopee account to promote shop. 24 Using banners to promote desi clothing store.	1 Never having participated in a bazaar/event can be overcome by participating in government MSME programs and local events. 2 The lack of promotional media can be improved by creating digital content such as TikTok, YouTube, and Facebook. 3 The lack of direct promotion to consumers can be offset by digital promotions using WhatsApp, Shopee SMS, and the store website. 4 Not collaborating with communities or schools can be improved through opportunities and with synergy of community social activities and digitalization of promotions. 5 Taking advantage of the growth of internet users to improve promotions which have so far only been through physical brochures and banners.
EFE	**Opportunities**	**ST Strategy**
	1 Growth of internet and social media users. 2 Government support programs for MSMEs (digitalization, promotion, mentoring). 3 Consumers tend to shop for local and affordable products.	1 A direct approach to shoppers can mitigate the impact of changes in online shopping behavior by creating a personalized shopping experience that cannot be achieved online by creating a personalized shopping experience that cannot be achieved online.

4	The development of digital promotion technology (free and easy-to-use applications)	2	Attractive product layout and direct service can be an advantage compared to modern and online stores.
		3	Direct sellers can respond quickly to price and supply fluctuations by adjusting offers directly to consumers.
		4	The interpersonal strategies and in-person shopping experiences that stores provide can overcome economic uncertainty by building loyalty and repeat purchases.
	Threats		**WT Strategy**
1	Competition with modern and online stores.	1	Lack of involvement in events or bazaars and reliance on manual promotions exacerbate the threat from online stores, so stores need to adapt to digital promotions to keep up with the trend.
2	Changes in consumer behavior towards online shopping.	2	Lack of cooperation with external parties makes stores vulnerable to supply and economic fluctuations, so it is necessary to build a strong partnership network.
3	Price fluctuations and dependence on supply of goods.	3	The absence of a website and online shopping system increases vulnerability to changes in shopping behavior to online. The solution is to immediately build a basic e-commerce system.
4	Economic uncertainty and inflation.	4	Lack of utilization of digital media will make it difficult to compete with modern and online stores, therefore, stores must start creating digital content, advertisements, and promotional videos regularly.

Based on the SWOT matrix, Toko Desi's strengths include its direct approach to customers, friendly service, and attractive product presentation. Opportunities such as the growth of social media, support for MSME programs, and the development of digital technology can be leveraged to strengthen its marketing strategy. However, weaknesses such as limited participation in events and digital promotions must be addressed immediately to ensure the store's competitiveness against threats from modern stores, changes in consumer behavior, and economic fluctuations. The right strategy involves optimizing strengths, addressing weaknesses, capitalizing on opportunities, and being prepared for threats.

Strategy Formulation

Based on the SWOT quadrant diagram, Toko Desi is in Quadrant I with SO (Aggressive) strategy which obtained the highest score of 3.5, so this strategy is recommended as the main choice. Quadrant I is suitable because Toko Desi has great strength and broad opportunities, so an aggressive strategy can maximize strength to seize opportunities, such as adding new products, expanding promotions, and establishing cooperation. Quadrant II with ST (Diversification) strategy has a score of 2.28, where the store has strength but faces many threats, so it can diversify products, add new services, improve the service system, add delivery services, and sell trending products to compete. Quadrant III with WO (Turnaround) strategy score of 3.14, shows the store has weaknesses but many opportunities, so it needs internal improvements such as employee training, stock management, service, attending MSME training, display and financial improvements. Quadrant IV with the WT (Defensive) strategy has the lowest score of 1.92, indicating the least profitable position, so the store must survive by reducing costs, strengthening relationships with existing customers, and focusing on loyal customers and maintaining quality to avoid losing customers. In conclusion, the aggressive strategy in Quadrant I is the most suitable for Toko Desi with the potential for expansion and business growth, while the ST, WO, and WT strategies can be considered as complementary.

Table 4. Desi Store SWOT Score Weighting.

IFE / EFE	Strength	Weaknesses
Opportunities	Strategy (S+O) Score: 1.44+ 2.06 = 3.5	Strategy (W+O) Score: 1.08 + 2.06 = 3.14
Threats	Strategy (S+T) Score: 1.44+0.84= 2.28	Strategy (W+T) S score: 1.08 + 0.84 = 1.92

Based on the SWOT strategy score results, Toko Desi has internal strengths and significant external opportunities to develop, reflected in the highest score in the SO strategy of 3.5. This strategy recommends Toko Desi maximize strengths to take advantage of market opportunities. The ST strategy with a score of 2.28 indicates the store's ability to use strengths to face external threats. The WO strategy with a score of 3.14 indicates that despite weaknesses, Toko Desi can still take advantage of opportunities for internal improvement. Meanwhile, the WT strategy with the lowest score of 1.92 indicates a significant risk if weaknesses are not immediately addressed, making the store vulnerable to external environmental threats .

Table 5. Aggressive Strategy Formulation Table (SO Strategy) for Desi Store.

(Strength) Strength	Opportunities	Aggressive Strategy (SO)
1. Active sellers offer products directly to buyers' homes.	1. The opportunity for online promotion is huge if utilized properly.	1. Combining direct-to-home sales activities with online promotions such as WhatsApp, Instagram, and Facebook to reach a wider consumer base.
2. Provide explanations and recommendations directly to buyers.	2. This support can be used to increase offline and online promotions.	2. Create educational content such as short videos or testimonials on social media, as a complement to the direct explanations currently provided to buyers.
3. Greet customers directly at the store.	3. Opportunity to attract local customers with competitive prices and friendly service.	3. Improve in-store service directly with friendliness and special promotional programs for local customers, such as area discounts or a loyalty points system.
4. The product displays in the store are attractive.	4. This technology can help with promotions without large costs.	4. Taking photos of products with attractive displays in stores, then uploading them consistently to social media as a cost-effective visual promotional tool.

Based on the SWOT analysis, the SO (Strength-Opportunity) strategy or aggressive strategy is the most appropriate choice for Toko Desi because it has internal strengths such as direct interaction with buyers, friendly service, and attractive product layout, as well as external opportunities in the form of digital technology advancements and public interest in affordable local products. This strategy must be implemented in accordance with the principles of sharia marketing which emphasize honesty (ṣ idq) in promotion, trustworthiness in service, fairness in pricing, iḥ sān in welcoming customers, and maintaining the sustainability of halal and thayyib businesses. Strategic steps include optimizing offline and online promotions with Islamic ethics, providing digital educational content, providing promotions intended to make it easier for consumers, strengthening customer loyalty with a personal approach, and digital training or collaboration with communities and influencers with integrity. With consistent and innovative implementation, the SO strategy makes Toko Desi strong to develop aggressively and obtain blessings (barakah), while the ST, WO, and WT strategies are used as complements, so that the potential for significant and sustainable increases in sales volume can be achieved in accordance with sharia principles.

5. CONCLUSION AND SUGGESTIONS

Based on the results of research conducted at Toko Desi, it can be concluded that promotional strategies have significant problems in increasing sales volume. Based on the formulation of Toko Desi's promotional strategy, which coincides with the Quadrant I diagram, it is determined based on a combination of internal factors (*Strengths* and *Weaknesses*) and external factors (*Opportunities* and *Threats*). The SO strategy is in Quadrant I supporting the strategy (Aggressive) getting the highest score of 3.5, so this strategy is chosen and recommended. The SO strategy in a sharia perspective places Toko Desi in a strong position to grow aggressively while maintaining Islamic values. With consistent and innovative implementation, Toko Desi not only has the potential to increase sales volume, but also obtain blessings (barakah) in its business. By implementing an aggressive strategy and the ST, WO, WT strategies as complements and this must be done consistently and innovatively so that Toko Desi has great potential to increase its sales volume significantly and sustainably and in accordance with sharia principle.

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