

Cupping Therapy Digital Marketing Strategy at the Hamdalah Cupping Center, Makassar City

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ABSTRACT

The focus of this study is on developing a digital marketing strategy for cupping therapy at the Hamdalah Cupping Center in Makassar City through an analysis of its strengths, weaknesses, opportunities, and threats using a SWOT analysis. The goal is to determine the most effective digital marketing strategy for the cupping therapy services provided by the Hamdalah Cupping Center in Makassar City. This research method used was qualitative with a descriptive approach, based on SWOT analysis. The findings indicate that the internal and external factors analyzed using the IFAS and EFAS matrices, respectively, resulted in scores of 2.70 and 2.96. Based on the SWOT analysis, the recommended digital marketing strategy involves market and service development, repositioning, and implementing undifferentiated marketing.

ABSTRAK

Fokus penelitian ini adalah mengembangkan strategi digital marketing terapi bekam di Hamdalah Cupping Center Kota Makassar melalui analisis kekuatan, kelemahan, peluang, dan ancaman dengan menggunakan analisis SWOT. Tujuannya adalah untuk menentukan strategi pemasaran digital yang paling efektif untuk layanan terapi bekam yang disediakan oleh Pusat Bekam Hamdalah di Kota Makassar. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif, berdasarkan analisis SWOT. Temuan menunjukkan bahwa faktor internal dan eksternal yang dianalisis menggunakan matriks IFAS dan EFAS masing-masing menghasilkan skor 2,70 dan 2,96. Berdasarkan analisis SWOT, strategi digital marketing yang direkomendasikan meliputi pengembangan pasar dan layanan, repositioning, dan penerapan undifferentiated marketing.



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INTRODUCTION

Digital marketing is the process of promoting products or services or looking for channels or channels, such as branding, using digital media like websites, e-mail, databases, digital TV, and other recent innovations like blogs, adwords, feeds, podcasts, and networking to help with marketing activities (Chaffey, 2017). Digital marketing is also called online marketing or marketing a product through a website that was made to buy and sell things. The term digital marketing has grown in popularity over time, especially in Indonesia (Sathya, 2017). Digital marketing is also a general term for marketing products or services using a website or application technology, especially those using the internet. Business owners use digital marketing as an intermediary to convey information when promoting goods or services from companies that use the internet or digital media. Types of digital marketing include content marketing, search engine optimization, email marketing, search and social ads, social media

marketing, etc. in influencing buying interest in finding product information that consumers want when shopping. The company's goal is to market its goods or services through digital marketing so that it can be effective in attracting potential customers quickly, easily, precisely, and broadly.

In a service company, digital marketing strategies are used to promote their services. Using digital media and the internet will make it easier for potential customers to access services remotely and find out what services are offered. The digital marketing strategy that can be carried out in service marketing is to determine the target or objectives of the services offered. A businessperson can determine market segmentation by, for example, classifying consumers into several categories according to the target services offered. As a businessperson carrying out a digital marketing strategy, you should also be aware of the strategy's weaknesses. The Internet will make it easier for potential customers to access services remotely and find out what services are offered. The digital marketing strategy that can be carried out in service marketing is to determine the target or objectives of the services offered. A businessperson can determine market segmentation by, for example, classifying consumers into several categories according to the target services offered. As a businessperson carrying out a digital marketing strategy, you should also be aware of the strategy's weaknesses. In its application, you must have experience using digital marketing platforms, or at least have access to experts in the field, and not do it step by step.

The Hamdalah cupping center is one of the places in Makassar that offers cupping therapy. The many cupping therapy services that exist in Makassar make the competition for cupping service businesses even tighter and offer a variety of services and their respective advantages. To be able to deal with weaknesses and threats from the same type of business, digital marketing innovations and service facilities will need to keep getting better. The Hamdalah cupping therapy center has its own uniqueness in terms of service concept and facilities. The services and facilities in question are that, apart from providing cupping therapy, they also provide ruqyah therapy services, Islamic consultations, and various herbs that are good for health, as well as prevention and healing processes after ruqyah and cupping therapy. However, in the managed digital marketing strategy, hamdalah cupping centers only focus solely on promotional content needs, not maximizing existing opportunities and strengths and not paying attention to the opportunities and challenges they have. Therefore, the existing problems related to digital marketing strategies need to be explored further in order to maximize the digital marketing of Hamdalah cupping centers.

From the background and phenomena that have been stated above, the authors formulate the problem, namely, "How is the digital marketing strategy for cupping therapy at the Hamdalah Cupping Center in Makassar City based on an analysis of strengths, weaknesses, opportunities, and threats?" From what has been said about the background and problems, the goal of this research is to "find out the digital marketing strategy for cupping therapy at the Hamdalah Cupping Center in Makassar City based on an analysis of strengths, weaknesses, opportunities, and threats."

RESEARCH METHOD

The research approach used is a qualitative method with a descriptive method based on an analysis of strengths, weaknesses, opportunities, and threats. Qualitative descriptive research

aims to describe, describe, explain, and answer in more detail the problems to be investigated by studying as much as possible an individual, a group, or an event. In research and discussion, the authors limit the scope of research so that it can be directed and accurate, especially the SWOT analysis, which is directed at the digital marketing strategy of the Hamdalah Bekam Center, Makassar city.

The research object studied was a digital marketing strategy based on an analysis of strengths, weaknesses, opportunities, and threats. Meanwhile, the subject of this study was the Hamdalah Cupping Center on Jl. Daeng Tata Raya No. 37B, Parang Tambung, Kec. Tamalate, Makassar City. The data acquisition technique in this study used the technique proposed by Sugiyono (2016: 225), which consisted of interviews, observation, documentation, triangulation, or a combination of these.

1. Interview, Interview techniques are carried out by debriefing internally from the Hamdalah Cupping Center, namely the Head of the Clinic, Staff and Services, Marketing Staff, and Administrative Staff. The purpose of this interview was to obtain in-depth data or information regarding digital marketing strategies based on an analysis of strengths, weaknesses, opportunities, and threats.

2. Observation, In this case, the observation was carried out by directly observing the digital marketing strategy of the Hamdalah Cupping Center.

3. Documentation, Documents in the form of images, for example, photos, live images, sketches, and so on, related to digital marketing

Data Analysis Techniques

1. Data collection stage (evaluation of external and internal factors), The data collection stage is a stage that is basically not just a data collection activity but also a classifying and pre-analyzing activity. At this stage, the data is divided into two parts, namely internal data and external data.

2. Analysis phase (SWOT matrix, internal/external matrix), The second stage is to utilize all this information in quantitative models of strategy formulation, namely the SWOT matrix and internal-external matrix. A study shows that the company's sales performance as a result of its marketing strategy can be determined by a combination of internal and external factors. Both of these factors must be taken into account in the SWOT analysis. SWOT analysis compares internal and external factors.

3. Decision-making stage

RESULTS AND DISCUSSION

In research conducted at the Hamdalah Cupping Center in Makassar City regarding the Digital Marketing Strategy for Cupping Therapy at the Hamdalah Cupping Center in Makassar City based on an analysis of strengths, weaknesses, opportunities and threats, data were obtained from 5 respondents who were interviewed at the Hamdalah Cupping center as follows:

A. Internal Strategy Factors for the Hamdalah Cupping Center

Table 1 Factors - Strengths and Weaknesses

Faktor - faktor Strategi Internal	Skor					Total Skor	Bobot	Rating	Bobot X Rating	
	1	2	3	4	5					
KEKUATAN										
1. Mempunyai jenis pelayanan yang tidak dimiliki oleh jasa terapi bekam lainnya	4	4	4	4	4	20	0,08	3	0,24	
2. Mempunyai Fasilitas yang memadai	4	4	4	4	4	20	0,08	3	0,24	
3. Terapi yang handal dan tersertifikasi	4	4	5	5	5	23	0,09	3	0,28	
4. Selalu menjaga ketepatan dan kualitas pelayanan	5	5	5	5	4	24	0,10	3	0,29	
5. Mempunyai konsumen tetap yang loyal	4	4	4	4	4	20	0,08	3	0,24	
6. Harga pelayanan yang bersaing	4	4	4	4	4	20	0,08	3	0,24	
7. Terletak dilokasi yang strategis dan memiliki cabang di beberapa lokasi	5	5	5	4	4	23	0,09	3	0,28	
8. Menggunakan beberapa platform pemasaran digital	5	5	5	5	5	25	0,10	3	0,30	2,10
KELEMAHAN										
1. Pelanggan setia kebanyakan usia lanjut usia	3	3	3	3	3	15	0,06	2	0,12	
2. Promosi hanya berdasarkan keperluan konten	2	2	3	2	3	12	0,048	2	0,096	
3. Tidak semua media promosi dilakukan secara berkala	3	3	3	3	3	15	0,06	2	0,12	
4. Masih Minimnya minat dewasa untuk melakukan terapi bekam	4	4	4	3	3	18	0,072	2	0,144	
5. SDM yang menguasai pemasaran digital secara maksimal masih kurang	3	3	3	3	3	15	0,06	2	0,12	0,6
Total						250	1		2,70	

Source: Data processed 2023

Weight Score Rating

- 1 = no effect,
- 2 = less influence
- 3 = influence
- 4 = very influential

Rating Score Rating

- 1 = Less
- 2 = Enough
- 3 = Good
- 4 = Very Good

The data value of the weight is obtained from the sum of the scores for each indicator and then divided by the total number, for example the score of the number 1 = no effect, 2 = less influence, 3 = influence, 4 = very influence. Rating value for each factor by giving a scale ranging from +1 to +4 (very good). While the variables that are negative, the opposite. And the weight with the rating is multiplied to obtain the weighting factor. The total weight is obtained from the sum of the weight x rating. The total item weight x rating in the table which is worth 2.70 is obtained from the sum of the item weight x rating of strengths and weaknesses factors, which is used as a reference point for internal conditions at the Hamdalah Cupping Center in Makassar City. These results are used to see the company's current position.

B. External Strategy Factors for the Hamdalah Cupping Center

Table 2 Opportunity and Threat Factors

Faktor - faktor Strategi Eksternal	Skor					Total Skor	Bobot	Rating	Bobot X Rating	
	1	2	3	4	5					
PELUANG										
1. Menjadi pusat bekam yang menawarkan berbagai layanan syar'i	4	4	4	4	4	20	0,11	4	0,44	
2. Pasar masih terbuka luas dengan kesadaran masyarakat terhadap pemeliharaan Kesehatan dengan cara Islami	4	4	4	4	4	20	0,11	4	0,44	
3. Tambahan atau pengembangan pelanggan yang loyal	3	3	3	3	3	15	0,08	3	0,25	
4. Pemasaran melalui platform digital menjangkau konsumen hingga ke pelosok wilayah	4	4	4	4	4	20	0,11	4	0,44	
5. Perluasan wilayah pemasaran karena tersedianya beberapa cabang diberbagai wilayah dinakassar	4	4	4	4	4	20	0,11	4	0,44	2,0
ANCAMAN										
1. Makin berkembangnya usaha yang sejenis	4	4	4	4	4	20	0,11	2	0,22	
2. Bebarapa usaha sejenis mengadakan promosi pelayanan dengan pemberian diskon hingga 50%	3	3	4	4	3	17	0,09	2	0,19	
3. Ketatnya persaingan dengan media pemasaran dengan platform digital	4	4	3	3	4	18	0,10	2	0,20	
4. Ketatnya persaingan dalam hal pelayanan kunjungan rumah/homecare	4	4	4	4	4	20	0,11	2	0,22	
5. Berkembangnya isu-isu negatif perawatan terapi bekam	3	2	3	2	3	13	0,07	2	0,14	0,96
Total						183	1		2,96	

Source: Data processed 2023

Weight Score Rating

- 1 = no effect,
- 2 = less influence
- 3 = influence
- 4 = very influential

Rating Score Rating

- 1 = Less
- 2 = Enough
- 3 = Good
- 4 = Very Good

The data value of the weight is obtained from the sum of the scores for each indicator and then divided by the total number, for example the score of the number 1 = no effect, 2 = less influence, 3 = influence, 4 = very influence. Rating value for each factor by giving a scale ranging from +1 to +4 (very good). While the variables that are negative, the opposite. And multiply the weight by the rating to get the weighting factor. The total weight is obtained from the sum of the weight x rating. The total item weight x rating in the table which is worth 2.96 is obtained from the sum of the item weight x rating of opportunity and threat factors, which is used as a reference point for external conditions at the Hamdalah Cupping Center. These results are used to see the company's current position.

Table 3 Difference of Internal and External Factors

Description	Internal Factors		External Factors	
	Strength	Weakness	Opportunity	Threat
Weight X Rating	2.10	0.6	2.00	0,96
Difference	1.5		1.04	

(Data Source Processed 2023)

Once the weights and ratings for internal and external factors have been totaled, it becomes apparent that the discrepancy between the internal and external factors is 1.5 and 1.04, respectively. The outcomes of this analysis will be used to generate a SWOT diagram, which is illustrated in the image below.

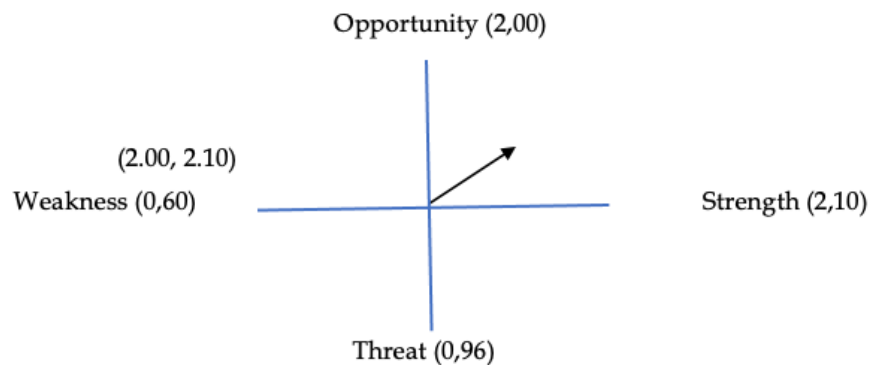


Figure 1 Hamdalah Cupping Center SWOT Diagram

Based on the Cartesian diagram depicted earlier, it is evident that the Hamdalah Cupping Center is making the right decision by implementing a progressive marketing strategy. Consequently, the Hamdalah Cupping Center is in a favorable position, and the prospects for success are high for the digital marketing strategies being pursued.

Table 4 Matriks SWOT

	IFAS	
	STRENGTH (S)	WEAKNESS (W)
EFAS	1. Has a type of service that is not owned by other cupping therapy services	1. Loyal customers are mostly elderly
	2. Have adequate facilities	2. Promotions are only based on content requirements
	3. Reliable and certified therapy	3. Not all promotional media are carried out regularly
	4. Always maintain the accuracy and quality of service	4. There is still a lack of interest in adults to do cupping therapy
	5. Have loyal regular customers	

	6. Competitive service prices	5. Human resources who master digital marketing to the fullest are still lacking
	7. Located in a strategic location and has branches in several locations	
	8. Using multiple digital marketing platforms	
OPPORTUNITIES (O)	STRATEGI (SO)	STRATEGI (WO)
1. Become a cupping center that offers a variety of syar'i services	Maintain and improve service quality and accuracy (S4,O1)	Offering sharia medicine therapy (W1, O2) (W3, O4) (W4, O5)
2. The market is still wide open with public awareness of health maintenance in an Islamic way	Influence consumers to cupping to support their health and offer various sharia services (S1, O1) (S6, O4) (S7, O2)	Improving the quality of human resources in promotion (W1, O2) (W5, O5)
3. Addition or development of loyal customers by providing customer service through the WhatsApp application	Providing excellent service to consumers with reliable and certified personnel (S2, O3) (S3, O3)	Do more aggressive promotions (W2, O3) (W3, O4) (W4, O2) (W5,05)
4. Marketing through digital platforms reaches consumers to remote areas		
5. Expansion of the marketing area due to the availability of several branches in various makassar areas	Looking for new customers (S5, O5), (S6, O1),, (S7, O4),,(S8, O3)	
THREATS (T)	STRATEGI (ST)	STRATEGI (WT)
1. The development of similar businesses	Fostering good relationships with new customers (S5, T1) (S4,T2)	Carry out continuous promotions to attract new consumers by utilizing various digital marketing platforms (W1, T1) (W4, T5)
2. Several similar businesses hold service promotions by giving discounts of up to 50%	Attract market share in accordance with business objectives (S3, T5) (S4, T4) (S7, T1) (S8, T3)	
3. Intense competition with cupping marketing media with digital platforms		

4. Intense competition in terms of home visit/homecare services		
5. The development of negative issues of cupping therapy treatment		

Source: Data processed 2023

CONCLUSIONS

The research conducted at the Hamdalah Cupping Center in Makassar City yielded several conclusions. The IFAS matrix indicated a value of 2.70 for internal factors, while the EFAS matrix indicated a value of 2.96 for external factors. Furthermore, the SWOT analysis showed that the Hamdalah Cupping Center is currently in the growth strategy stage and can benefit from a strength-opportunity (SO) strategy that leverages its internal strengths and external opportunities. In line with this, the Hamdalah Cupping Center has implemented a digital marketing strategy that includes market and service development through digital channels such as various marketplaces and social media platforms. They also aim to enhance communication with consumers through customer service services via WhatsApp and reposition their services to gain a competitive advantage over their competitors in remote areas. Additionally, the Hamdalah Cupping Center plans to carry out undifferentiated marketing by setting targets based on consumer responses to their digital marketing efforts on various platforms.

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