



# The Effectiveness of Da'wah Promotion on Television: A Case Study of *Damai Indonesiaku TV One* in the Sale of Islamic Products

Rhohis Kurniawan<sup>1)</sup>, Muhamad Zen<sup>2)</sup>, Fatmawati<sup>3)</sup>

<sup>1)</sup> Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia

<sup>2)</sup> Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia

<sup>3)</sup> Universitas Islam Negeri Syarif Hidayatullah Jakarta, Indonesia

e-mail Correspondent: [rhohiskurniawan24@mhs.uinjkt.ac.id](mailto:rhohiskurniawan24@mhs.uinjkt.ac.id)<sup>1</sup> [zen@uinjkt.ac.id](mailto:zen@uinjkt.ac.id)<sup>2</sup>  
[fatmawati@uinjkt.ac.id](mailto:fatmawati@uinjkt.ac.id)<sup>3</sup>

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## Article Information

## Abstract

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The purpose of this study is to analyze the impact of da'wah promotion in television media on TV One "Damai Indonesiaku" program, on consumer purchasing decisions and increasing sales of Islamic products. This research uses a qualitative approach to explore the meaning, perceptions, and experiences of the figures involved in da'wah promotion and their influence on the sale of Islamic products. This research uses a case study method approach, because this research aims to get a comprehensive picture of the effectiveness of da'wah promotion carried out by "Damai Indonesiaku" TV One. Case studies allow in-depth analysis of the communication process, the preparation of da'wah content, and their impact on the sale of Islamic products. Analysis results from previous research on Islamic product manufacturers showed a positive response to the "Damai Indonesiaku" program. Most of them felt that the program provided great benefits in introducing their products to the wider community. Consumers who watched this program stated that the "Damai Indonesiaku" program broadcast on TV One made it easier for them to choose quality, up-to-date products, in accordance with Islamic teachings. Sales data shows a significant increase in products promoted through my "Damai Indonesiaku" program. This program has proven to be effective in increasing consumer awareness about the importance of choosing halal products and in accordance with Islamic principles.

**Keywords:**  
Effectiveness,  
Promotion, Television

## Abstrak.

Tujuan dari penelitian ini adalah untuk menganalisis dampak promosi dakwah di media Televisi pada program "Damai Indonesiaku" TV One, terhadap keputusan pembelian konsumen dan peningkatan penjualan produk Islami. Penelitian ini menggunakan pendekatan kualitatif untuk mendalami makna, persepsi, dan pengalaman para tokoh yang terlibat dalam promosi dakwah serta pengaruhnya terhadap penjualan produk Islami. Penelitian ini menggunakan pendekatan metode studi kasus, karena penelitian ini bertujuan untuk mendapatkan gambaran menyeluruh tentang efektivitas promosi dakwah yang dilakukan oleh "Damai Indonesiaku" TV One. Studi kasus memungkinkan analisis mendalam terhadap proses komunikasi, penyusunan konten dakwah, dan dampaknya terhadap penjualan produk Islami. Hasil analisis dari

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penelitian sebelumnya pada Produsen produk Islami menunjukkan respons positif terhadap program “Damai Indonesiaku”. Sebagian besar dari mereka merasa bahwa program ini memberikan manfaat besar dalam memperkenalkan produk mereka kepada masyarakat yang lebih luas. Konsumen yang menonton program ini menyatakan bahwa program “Damai Indonesiaku” yang disiarkan di Tv One mempermudah mereka dalam memilih produk yang berkualitas, kekinian, sesuai dengan ajaran Islam. Data penjualan menunjukkan peningkatan yang signifikan pada produk yang dipromosikan melalui program “Damai Indonesiaku”. Program ini terbukti efektif dalam meningkatkan kesadaran konsumen mengenai pentingnya memilih produk halal dan sesuai dengan prinsip Islam, yang pada akhirnya mendorong peningkatan penjualan.

**Kata kunci:**

**Efektivitas, Promosi,  
Televisi**

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## INTRODUCTION

The development of mass media that can be used for promotion in digital media, also known as Digital Marketing, refers to the promotion of products or brands through electronic media (Ramadhani et al., 2024). Specifically, television has a significant impact on shaping the mindset and behaviour of society. Television not only serves as a source of entertainment but also as a means of disseminating information and education, including in the field of religion. In Indonesia, television has been an effective medium for conveying Islamic teachings to the broader community for long time. One program that combines da'wah with the promotion of Islamic products is "Damai Indonesiaku" which is broadcasted on TV One. This program functions not only as a channel for da'wah but also has commercial objectives by promoting Islamic products such as halal food, Muslim clothing, and sharia-based cosmetics.

Television, as a mass medium, plays a crucial role in delivering information and ideology, including the dissemination of Islamic teachings. Da'wah programs broadcasted on television often cover the promotion of Islamic products which aimed at attracting the attention of Muslim consumers. Research on the effects of media on consumer behaviour shows that television can influence audience's attitudes and actions regarding to the purchases, including Islamic products. A study indicates that the presence of relevant content and values introduced through television can enhance the acceptance of products by the public (Antin & Mupida, 2023). Furthermore, television also serves as a means to build awareness and understanding of Islamic concepts among the audience.

Research on the effectiveness of da'wah promotion on television, particularly through programs like "Damai Indonesiaku" on TV One, has garnered attention in recent years. Several studies provide insights into the impact of media on Islamic teachings and consumer behaviour, which are essential for understanding the dynamics of product promotion in the Islamic context. This section will analyse relevant previous research by drawing connections between the effectiveness of da'wah broadcast on television and product sales. For instance, research by Arafah shows that media, including television, plays a significant role in instilling religious values, even though its primary focus is on animation rather than da'wah programs. This study explains that well-delivered da'wah can be accepted by various audiences (Arafah et al., 2023). However, the claim that the promotion of Islamic products on television has function to deepen religious values among the audience needs further evidence, because this research specifically examines children's content and does not directly relate product promotion with the instillation of religious values. Therefore, this paper will focus more on television mass media compared to other social media.

Furthermore, Rustandi, in his research on critical discourse about the commodification of da'wah in television media, states that there is a connection between the delivery of da'wah messages and the related product commodification, supporting the argument that da'wah programs can be linked to marketing strategies (Rustandi, 2018). This approach provides a deeper understanding of how programs like "Damai Indonesiaku" can relate between Islamic values and modern market trends. Unfortunately, the research does not discuss about the effectiveness of da'wah deeply, thus, this study will explore this aspect more deeply.

This research examines the effectiveness of da'wah promotion in the "Damai Indonesiaku" program and its influence on the sales of Islamic products, as well as how the program plays a role in building consumer awareness regarding to the importance of choosing products that align with Islamic teachings. The objective of this study is to analyse the impact of da'wah promotion on television through the "Damai Indonesiaku" program on consumer purchasing decisions and the increasing in sales of Islamic products. The fundamental difference that sets this research apart from previous studies is its focus on the in-depth effects of a television program called "Damai Indonesiaku," which is broadcasted on the national TV station, TV One, on the promotion of Islamic product sales. Therefore, this research is expected to provide new insights and references for researchers.

## RESEARCH METHOD

This study employs a qualitative approach to explore the meanings, perceptions, and experiences of key figures involved in da'wah promotion and their influence on the sales of Islamic products. A qualitative approach is chosen because it allows the researcher to explore deeply into the context, strategies, and communication dynamics occurring in the television media environment (John W. Creswell & Cheryl N. Poth, 2018). This research utilizes a case study method, because it aims to obtain a comprehensive picture of the effectiveness of da'wah promotion conducted by "Damai Indonesiaku" on TV One. Case studies allow for an in-depth analysis of the communication processes, the formulation of da'wah content, and its impact on the sales of Islamic products (Gerring, 2007).

Primary data collection is conducted through a literature review of relevant sources such as journals and books on television da'wah, strategies for promoting Islamic products, and content analysis of the "Damai Indonesiaku" program. Data analysis is gathered through a thorough and deep examination of previous researches, focusing on three main topics: (1) Producers of Islamic products, (2) Consumers who join the program, and (3) Additionally, secondary data in the form of sales reports of the products promoted during the program's broadcast will be used for analysis.

## RESULTS AND DISCUSSION

### Results

#### Producers' Response to Da'wah Promotion

Producers of Islamic products collaborating with this program have shown a positive response to the "Damai Indonesiaku" program broadcasted on TV One. They feel that this program provides significant benefits in introducing their products to the wider audience. One producer of *Wadimor* sarongs stated, "This program offers a golden opportunity to introduce our products to Muslim consumers who are very concerned about the halal status and quality of products." The program not only gives benefit for producers but also supports local economic

growth and strengthens consumer trust in products that align with religious values (Mizan, 2022). It also opens opportunities for small and medium producers to enter a broader market and to enhance their competitiveness in the halal food industry. This program creates a mutually beneficial ecosystem, where consumers gain access to high-quality products while producers can expand their market reach and increase the income. Additionally, the program plays a crucial role in encouraging innovation in the halal food sector by prompting producers to develop more various and interesting products for consumers.

### **Consumers' Response to Islamic Product Promotion**

Consumers who watch this program generally express positive and very favourable responses. From interviews with several consumers about their opinions on the "Damai Indonesiaku" program broadcasted on TV One in promoting Islamic products, it can be concluded that they are very pleased with the existence of this program, which serves as a source of entertainment, education, and important information about the halal and good products. The author also agrees that the "Damai Indonesiaku" program broadcasted on TV One easily facilitates the selection of qualified and update products that are in accordance with Islamic teachings, it means that the materials used in these products comply with Islamic law. Consumers watching this program feel that this program provides clear information about the halal status of a product, which is a primary factor in their purchasing decisions. Furthermore, the program has successfully established partnerships with various local producers to ensure the availability of qualified halal products to strengthen consumers' trust in their choices of Islamic products.

### **Impact of Promotion Effectiveness on Product Sales**

It is proven that this program is effective in raising consumers' awareness about the importance of choosing halal products that align with Islamic principles, ultimately driving an increase in sales (Wahyudi, 2020). Sales data analysis shows a significant increase in the volume of Islamic product sales after intensive da'wah promotion on television. For instance, the sales of one advertised product on the "Damai Indonesiaku" program, the Wadimor brand sarong, reached a sales level of 10.1% in 2017, increased to 17.1% in 2018, significantly rose to 18.5% in 2019, and continued to rise to 18.7% in 2020 (Mizan, 2022). This increase is influenced not only by the quality of the product itself but also by the promotional effects presented on the "Damai Indonesiaku" program on TV One. The quality of the program, including the expertise of the speakers and the relevance of the da'wah material, plays a crucial role in influencing consumer's trust and encouraging purchasing decisions for Islamic products. The "Damai Indonesiaku" da'wah program on TV One has proven the capability of attracting viewers' attention and raising public awareness of Islamic products through the interesting, educational, and inspirational presentation of da'wah messages.

## **DISCUSSION**

### **Promotion of Islamic Products in the Context of Television**

Promotion is a type of marketing communication which aims at conveying information, influencing perceptions, and encouraging behaviour among target markets. By using various approaches such as advertising, direct sales, sales promotions, and public relations, promotion aims to increase consumer awareness of a product or service, strengthen brand image, and increase the purchases. By implementing effective promotional strategies, companies can expand their

market share, enhance customer loyalty, and achieve their marketing objectives in both the short and long term. As a crucial element of the marketing mix, promotion plays the important role in building strong relationships between brands and consumers, as well as in shaping the desired perceptions of products or services in the market (Ramadhan & Samsudin, 2024).

The promotion of Islamic products, as well as halal food, Muslim clothing, or sharia-based cosmetics, requires an approach that emphasizes Islamic values. The products promoted must meet halal standards and align with religious principles, which become the primary factors in purchasing decisions for Muslim consumers. Television, as a mass medium with a wide reach, has the potential to reach a larger audience in promoting Islamic products. It emphasizes that product promotion through television has a significant impact, because consumers can obtain clearer and more in-depth information about the products, including aspects of halal status and alignment with religious values (Mk et al., 2024). The effectiveness perceived by producers from the promotional broadcasts is substantial, because the promotions presented on the "Damai Indonesiaku" program encompass all levels of society with a broad reach, not only throughout Indonesia but also internationally, as television broadcasts can now be accessed via mobile phones through existing social media channels.

Therefore, producers must also pay attention to the quality of the products they create, because it will influence the "Damai Indonesiaku" program and the products themselves. If the promoted products are good and qualified, they will likely have a positive impact, making the program more favoured because it is perceived to honestly promote high-quality goods, which will also increase the demand for the products. However, if the quality of the products is not really good or does not match what is promoted on the "Damai Indonesiaku" program, it could have a negative impact. The program may be deemed irrelevant to its da'wah mission, and consumers may abandon the products due to disappointment with their quality. In essence, the promotion of Islamic products on the "Damai Indonesiaku" program can have positive or negative effects depending on how producers ensure the quality of their products from their perspective.

### **Muslim Consumer's Behaviour in Purchasing Islamic Products**

Muslim consumer's behaviour is significantly influenced by Islamic principles, which emphasize the importance of choosing halal, thayyib (good), and free from haram elements. It has been revealed that Muslim consumers tend to seek products that are not only halal but also meet high-quality standards. Products with halal certification, such as those promoted through the "Damai Indonesiaku" program, often become the primary choice for Muslim consumers as they provide a sense of security and confidence that the products align with religious teachings. Muslim consumer behaviour in purchasing Islamic products is influenced by various factors related to religiosity, trust in halal logos, and the spiritual values integrated into purchasing decisions. Studies on consumer's behaviour in the context of Islamic products indicate that religiosity plays a significant role in determining halal product choices. It identifies the strength of individual religious identity as a strong predictor of halal consumer choices, where religiosity not only influences perceived value but also the utility of the products.

Additionally, Sholihin (2023) states that the rationality of Muslim consumers when purchasing products does not solely focus on compliance with Islamic principles but also considers the utility or *maslahah* of the products (Sholihin, 2023). It reflects that Muslim consumption is often driven by moral considerations and product quality. A study conducted by Muflih and Juliana (2020) found that the shopping behaviour for halal-labelled food is significantly influenced by

consumer satisfaction, where satisfaction serves as a mediator between spirituality and consumer spending behaviour (Muflih & Juliana, 2020). Furthermore, research by Karoui and Khemakhem (2019) highlights that Muslim individuals often use spending to show their identity and create symbolic boundaries between their group and others, essentially demonstrating the social aspects of Islamic consumption behaviour (Karoui & Khemakhem, 2019). This research emphasizes the importance of obeying the Islamic principles in purchasing decisions, which can influence consumption patterns among Muslim consumers.

Moreover, the presence of halal logos on products not only enhances consumer trust but also contributes to purchasing decisions. Nihayati (2023) shows that halal logos and product quality have a significant impact on consumer purchase intentions. In this context, the introduction and understanding of halal products become crucial in supporting Muslim consumer decisions. In practice, advertisers and marketers of Islamic products need to develop strategies that focus on the spiritual values and Islamic ethics inherent in their products, as suggested by Amin et al. (2014), to build stronger consumer behaviour towards products that align with Islamic principles (Amin et al., 2014). This is important to attract Muslim consumers who actively seek products that resonate with their religious beliefs. Overall, Muslim consumer behaviour in purchasing Islamic products requires a deep understanding of the relationship between religiosity, cultural identity, and perceptions of quality and values contained in those products.

### **Factors Affecting the Effectiveness of Da'wah Promotion Through Television:**

#### **Product's Alignment with Religious Values**

The products which are promoted must meet halal and thayyib standards to attract the attention of Muslim consumers. Another important aspect is the selection of the right broadcast time, when the target audience is more likely to watch television, such as during the time leading up to iftar or after prayers. Additionally, the use of engaging and relevant narratives can enhance the appeal of the promotion, making the da'wah message more easily accepted by the public (Pelawi & Aprillia, 2023). The correlation between the products created and the religious values that must be upheld should be appropriate, because this is a crucial part of generating consumer interest in choosing a product.

#### **Educational Da'wah Content**

The content of the program that educates the public about the importance of choosing products that align with Islamic teachings plays a significant role in shaping consumer awareness. Collaborating with religious figures or credible influencers can also strengthen the da'wah message, making it more trusted and positively received by the public (Tinggi et al., 2017). Creative and innovative da'wah content will certainly attract viewers. It not only provides new lessons and knowledge but also offers entertainment that is more beneficial, so the public will prefer watching such da'wah programs than others. Through this way, viewers surely gain religious knowledge, entertainment, and the opportunity to earn rewards from learning about their faith through da'wah content.

#### **Viewer's Trust in the Program**

Trust in the program and the products promoted is crucial for maintaining consumer loyalty. One of the ways to enhance this trust is by involving respected religious figures or influencers in delivering promotional messages, which can positively impact public perception.

One of the challenges faced is ensuring that the da'wah message is conveyed in an interesting and relevant manner, so it can reach broader audience and encourage them to participate actively (Bachnik & Nowacki, 2018). The "Damai Indonesiaku" program broadcasted on TV One is considered capable of delivering da'wah messages that align with Islamic teachings based on the Quran and the Sunnah of the Prophet Muhammad (peace be upon him). The speakers or da'I who are delivering da'wah are generally well-informed and knowledgeable about religion. All of those speakers are the famous speakers nationally and internationally. This certainly adds to the appeal for viewers, both those who are watching live and those who are watching on television. This enthusiasm will attract public sympathy towards trusting the "Damai Indonesiaku" program and the collaborating products. Thus, from the perspective of the audience, those who enjoy the "Damai Indonesiaku" program will also appreciate the products being promoted.

## CONCLUSION

The effectiveness arising from product promotion on television has a significant impact, especially on products that align with the television program broadcasted, such as the "Damai Indonesiaku" program on the national TV station TV One. This TV program presents Islamic da'wah messages presented in an interesting and update way, which attract the enthusiasm of viewers. Because this program is religious program, the advertisements or promotions featured during the program also consist of Islamic products, one of which is the Wadimor brand sarong. Because of the promotional collaboration between the "Damai Indonesiaku" program and the Wadimor sarong, this product has now become well-known and widely sought after by the public. It indicates that the effectiveness of da'wah promotion broadcasted on television significantly influences the increase in sales of Islamic products. This research may only cover the effectiveness of da'wah promotion on the sales of Islamic products, so future research is recommended to expand the discussion and refine strategies for creating effective promotions or management strategies for Islamic products to support the economy of the community.

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