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## THE EFFECTIVENESS OF SOCIAL MEDIA MARKETING COMPARED TO OTHER MARKETING IN THE ISLAMIC BANKING SECTOR IN INDONESIA

Yani Aguspriyani<sup>\*</sup>, Najmi Hillalliyati<sup>2</sup>, Denara Akmal<sup>3</sup>,  
Trisna Taufik Darmawansyah<sup>4</sup>, Dede Sudirja<sup>5</sup>, Sanawi<sup>6</sup>, Rizky Azi Prasetya<sup>7</sup>

<sup>1,2</sup>UIN Sultan Maulana Hasanuddin, Banten, Indonesia

<sup>\*</sup>E-mail: [yani.aguspriyani@uinbanten.ac.id](mailto:yani.aguspriyani@uinbanten.ac.id)

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### Abstract

Technology around the world, including Indonesia, is developing every era. Through the internet network, technology delivers information and services faster. One company whose operations are inseparable from technology is Islamic banking, this company is engaged in providing products and services based on Islamic principles. In the 2020-2025 Islamic banking development roadmap, banks are required to develop technological infrastructure, to serve customers faster, more conveniently, and better. One of the things done to realize this is digital innovation of products and services through social media, supported by the increasing condition of internet users and Indonesia ranks tenth highest in the world in terms of social media use. This is a great opportunity for Islamic banking to develop its business through social media marketing strategies and continue to implement other marketing strategies such as face-to-face interaction, advertising, and brochures. By implementing two marketing strategies, it is necessary to measure their effectiveness. This research was conducted using quantitative methods, using primary questionnaire data, and the EPIC Model consisting of Empathy, Persuasion, Impact, Communication. The data results were processed using SPSS with non-parametric tests and Kruskal Wallis tests, the results of the analysis showed an average effectiveness value of social media marketing of 3.720, greater than other marketing values which have an effectiveness value of only 3.605. It is hoped that in the future research can carry out other measurements such as profitability.

**Keywords:** *information technology, social media marketing, digital marketing.*

### Abstrak

Teknologi di seluruh dunia termasuk Indonesia mengalami perkembangan setiap zamannya. Melalui jaringan internet, teknologi menyampaikan informasi dan layanan lebih cepat. Salah satu perusahaan yang operasionalnya tidak lepas dari teknologi adalah Perbankan syariah, perusahaan ini bergerak di penyediaan produk dan layanan secara prinsip Islam. Dalam roadmap pengembangan perbankan syariah tahun 2020-2025, bank dituntut mengembangkan infrastruktur teknologi, untuk melayani nasabah dengan lebih cepat, lebih nyaman, dan lebih baik. Salah satu hal yang dilakukan untuk mewujudkannya adalah inovasi digitalisasi terhadap produk dan jasa layanan melalui sosial media, di dukung kondisi

pengguna internet yang meningkat dan Indonesia menduduki urutan kesepuluh tertinggi di dunia dalam penggunaan media sosial. Ini peluang besar bagi perbankan syariah untuk mengembangkan bisnisnya melalui strategi sosial media marketing dan tetap menjalankan strategi pemasaran lainnya seperti interaksi tatap muka, pemasangan reklame, dan pemberian brosur. Dengan dijalankannya dua strategi pemasaran, maka perlu pengukuran efektivitasnya. Penelitian ini dilakukan dengan metode kuantitatif, menggunakan data primer kuesioner, serta Model EPIC yang terdiri dari *Emphaty, Persuasion, Impact, Communication*. Hasil data diolah menggunakan SPSS dengan uji non-parametrik dan uji kruskal wallis, hasil analisis menunjukkan nilai efektivitas rata-rata sosial media marketing sebesar 3,720 lebih besar dibandingkan nilai pemasaran lainnya yang memiliki nilai efektivitas hanya sebesar 3,605. Harapan ke depannya penelitian dapat melakukan pengukuran lainnya seperti terhadap profitabilitas.

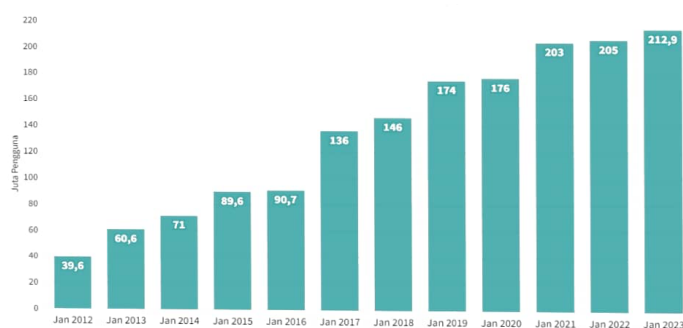
**Kata-kata kunci:** teknologi informasi, sosial media marketing, pemasaran digital.

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## INTRODUCTION

Technology is developing rapidly following the times in all parts of the world including in Indonesia, Information Technology has a significant impact in the field of providing products and services because it can easily change the way these services are delivered faster. This information technology is closely related to the internet network, through the internet network we get various kinds of convenience because we can access it whenever we want and wherever we are. Especially for companies engaged in products, services, and services, this internet network is very important and very useful for running their operations. With the internet network, the company can be easily recognised by the entire community, so that it can facilitate the company in achieving its goals. Internet users in Indonesia are currently experiencing very significant growth, with known data on the growth of internet users which has increased every year, the following is a graph related to internet users in Indonesia from 2012 to 2023.

Graphic 1. Data of Internet Users in Indonesia



Source: [dataindonesia.id](http://dataindonesia.id)

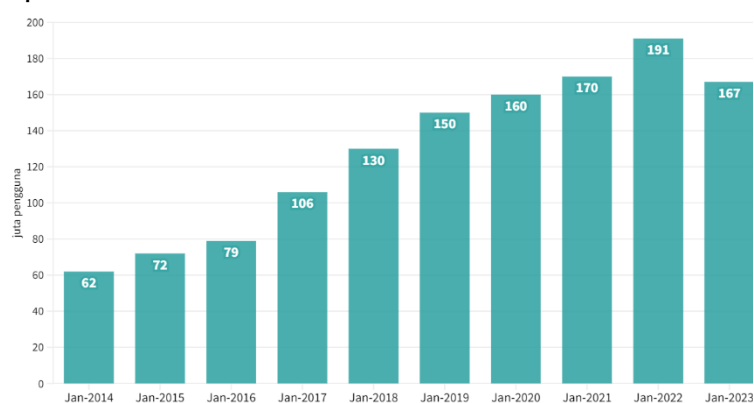
The graph above shows that internet penetration in Indonesia is high, illustrated by the significant increase in internet users every year. In 2012 there were only 39.6 million users, rising to 60.6 million users in 2013, in 2014 reaching 71 million users, in 2015 reaching 89.6 million users, in 2016 reaching 90.7 million users, in 2017 reaching 136 million users, until a very high surge occurred in 2023 reaching 212.9 million internet users in Indonesia. With the known population in Indonesia in 2023 recorded at around 278.6 million people (Badan Pusat Statistik, 2023), it can be concluded that around 76.41% of the Indonesian population has used the internet. It turns out that the duration of internet usage of the Indonesian population spends an average of 7 hours 42 minutes every day, and 98.3% are known to use privately owned mobile phones to access the internet (Data Indonesia, 2023). The data on internet usage above is evidence of the rapid advancement of information technology in Indonesia, which has become one of the needs in supporting various activities of each individual, making each individual dependent on internet networks and gadgets.

One of the companies whose operations cannot be separated from information technology is Islamic banking. The characteristics of the Islamic banking system are, first, operating according to Islamic principles, including by carrying out the profit-sharing principle to provide mutually beneficial alternatives for the community and banks, second, highlighting aspects of justice in transactions, third, ethical investment, then fourth, promoting the value of brotherhood in transactions, and fifth, avoiding speculative activities in financial transactions (Otoritas Jasa Keuangan, 2023). Islamic banking has a variety of products or services that can be an alternative solution to every financial problem for all Indonesian people without exception, without limiting ethnicity, race, and religion. The development of the Islamic banking business is going well, it is known that asset growth in March 2023 has reached Rp. 814 trillion, these assets have grown 17.69% compared to the previous position in 2022 which was Rp. 692 trillion (Otoritas Jasa Keuangan, 2023). The openness of Islamic banking in developing its business is influenced by changes in global conditions, general macroeconomic conditions, technological changes, and changes in demographic and microeconomic conditions that have an impact on the financial industry (Otoritas Jasa Keuangan, 2023). It is known that in the road map for the development of Islamic banking from 2020 to 2025, technological change is one of the factors in the development of Islamic banking. Technological developments in the current era are felt to be accelerating and the world is increasingly borderless, which requires Islamic banking to always develop its technological infrastructure in order to serve customers faster, more comfortably, and better. One of the strategies that can be done to make this happen is to innovate the digitalization of Islamic banking products and services, which can be an added value for customers in

interacting with Islamic banking later. The digitalization in question includes being used in carrying out marketing strategies for products and services owned by Islamic banking by utilizing social media.

Social media is an internet-based platform that is easy to use, so that users can easily create and share content with a wider audience which has benefits as a digital communication medium, a means of learning and self-development, a means of entertainment, opening up jobs, and as a marketing medium for a company (Kementerian Komunikasi dan Informatika, 2018). Along with the increase in internet users in Indonesia as explained above, it was also followed by the development of social media usage. It is known that the duration of social media usage in Indonesia is the tenth highest in the world (Data Indonesia, 2023). Here is a graph of the number of active social media users in Indonesia in 2023:

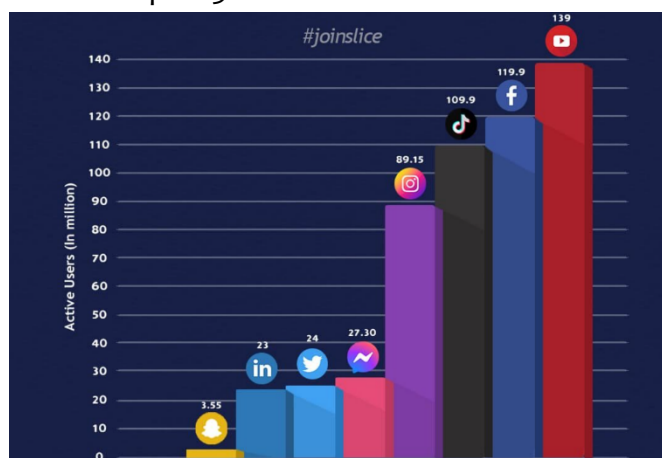
Graphic 2. Number of Active Social Media Users in Indonesia



Source: [dataindonesia.id](http://dataindonesia.id)

From the graph above, it can be seen that the condition of active social media users in Indonesia has increased from 2014 by 62 million users, in 2015 by 72 million users, in 2016 by 79 million users, in 2017 it rose to 106 million users, in 2018 to 130 million users, in 2019 to 150 million users, in 2020 reaching 160 million users, in 2021 to 170 million users, and the highest spike occurred in 2022 reaching 191 million users. However, in January 2023, there was a slight decrease in the number of active social media users from the previous year, reaching only 167 million users. This is the first decline in the last decade in Indonesia, but the number is equivalent to 60.4% of the domestic population who actively use social media through personal smartphone access. Some of the social media used are such as Facebook, YouTube, WhatsApp, Twitter, Telegram, Skype, Line and so on. Data related to social media in Indonesia in the period of 2023 (Data Reportal, 2023) can be seen in the following graph.

Graphic 3. Social Media in Indonesia



Source: data reportal

The data above shows that YouTube and Facebook are the most popular social media in Indonesia. As the first rank, active users of YouTube reached 139 million users, while for the second rank, Facebook reached 119.9 million users. Then the third rank is occupied by TikTok reaching 109.9 million users, which has managed to beat the popularity of Instagram into fourth place by only reaching 89.15 million users. And the next order is then occupied by Facebook messenger, twitter, LinkedIn, and Snapchat. These social media users are dominated by the millennial generation in the age range of 25-34 years, and more interestingly the average Indonesian has 10 social media accounts per person. In addition, 60% of social media users use it for work and business (Kompas, 2023). With this condition, it is clearly a great opportunity for Islamic banking to carry out strategies through social media marketing, because it is useful for developing its business to bring profits and achieve company goals.

Marketing is understood as a form of strategy in offering products to consumers, in order to obtain profits. Marketing strategy consists of online marketing, one of which is utilizing social media and other offline marketing. With the explanation that has been presented above, it can be seen that this is a big challenge for Islamic banks to be able to keep up with the times in utilizing social media marketing strategies to the fullest, to be able to realize their business development in accordance with the sharia development road map 2020 to 2025. However, in its implementation, we cannot fully focus only on social media marketing strategies, considering that other offline marketing strategies have been carried out in advance by Islamic banks so that they cannot be eliminated because not all Indonesians are technology literate. Other marketing strategies that have been carried out and must still be carried out by Islamic banking are such as face-to-face interactions, billboards,

and brochures, as well as various other ways. Both marketing strategies must still be carried out, so that Islamic banking can reach customers or prospective customers more broadly. Departing from this reason, it is necessary to measure the effectiveness comparison between the two types of marketing strategies. Measuring the effectiveness of social media marketing compared to other marketing uses the help of the EPIC Model which consists of Empathy, Persuasion, Impact and Communication. This EPIC model was initiated by AC Nielsen as a leading company engaged in marketing. The explanation of the first dimension, namely the empathy dimension, is measured using the level of liking of an advertisement, the second dimension of persuasion is measured through indicators of the level of interest in an advertisement to buy a product, the third dimension of impact, namely the level of knowledge of a product and the level of creativity of an advertisement, finally the communication dimension which is assisted by three indicators, namely the clarity of an advertisement in providing information about the product, the level of delivery of an advertisement, and the level of ability of an advertisement to be accepted and understood by the customer. Marketing strategies are very important for Islamic banking, because they can reflect profit results and measure the ability to achieve business development goals that have been set.

Recent studies highlight the growing importance of social media marketing for Islamic banks in Indonesia. Social network analysis of Twitter conversations reveals distinct communities and influential actors shaping the discourse on Islamic banking (Apriantoro & Yuniarti, 2025). While financial efficiency of Islamic banks in Indonesia has decreased, their social efficiency has improved, emphasizing the need to balance both aspects (Rusydiana & Marlina, 2019). Instagram has emerged as a valuable platform for Islamic banks to promote products, boost engagement, and enhance brand identity, although it is primarily used for one-way communication (Rahmawati et al., 2020). However, Islamic banks lag behind conventional banks in adopting social media technologies due to lack of skilled personnel, e-marketing strategies, and investment (Naeem, 2019). Effective use of social networking platforms can generate user-generated content, enhance brand engagement, and increase purchase intention among the target market for Islamic banks (Naeem, 2019).

In this research, we will look at the effectiveness of social media marketing in the Islamic banking sector with the EPIC model, the effectiveness of other marketing in the Islamic banking sector with the EPIC model and the effectiveness of social media marketing compared to other marketing effectiveness in the Islamic banking sector.

## **LITERATUR REVIEW**

Durkin et al. (2014) in their journal the relationship between banks and the small business sector has traditionally been largely ignored by banking institutions. However, as a result of the recent world economic turmoil and the continuing impact of the recession, banks are finding out how best to support those in the small enterprise sector. With increased regulation, market fragmentation and rising competition, banks face real challenges to improve communication and build long-term profitable relationships with their clients. Through conceptual modelling and empirical research, Durkin's research explores the relationship between small businesses and banks by examining the extent to which social media can facilitate more effective communication. The research methodology employed in Durkin's study was qualitative research. Durkin uncovered the perceptions of both senior bank executives and small company owner-managers with respect to the perceived value social media can bring to communication in small company-bank relationships. Bankers see little benefit in any communication opportunities provided by social media, while owner-managers can see great value in such new media channels for better communication. It is concluded that, social media can add value to small firm and bank relationships.

Sukandi et al. (2019) research aims to analyse the impact of digital marketing carried out by companies on the level of satisfaction felt by customers and the corporate image generated by banking institutions through digital marketing. The research was conducted by creating a questionnaire and distributing it to consumers of PT Bank Negara Indonesia (BNI) banking institutions. The method used is descriptive and explanatory survey, while the analysis method uses Structural Equation Model (SEM). The results showed that the implementation of digital marketing at PT BNI, with variables of Website engagement, Social Engagement, klik trough rate, conversion rate and duration. Entering the category is quite good, customer satisfaction is in the satisfied category, the image of the banking institution PT. BNI, is in the high category. And shows that digital marketing has an impact on customer satisfaction and the image of banking institutions.

## **RESEARCH METHOD**

The research method is basically a scientific way to get data with specific purposes and uses. The research methodology used in this research is quantitative method, which is a study that confirms between a theory and existing reality based on scientific data in the form of numbers and then statistical analysis is carried out (Sugiyono, 2013). This research method is based on the philosophy of positivism, as it is an approach that approaches a mixture of numbers and deductive logic in using quantitative numbers in explaining phenomena objectively. The use of this quantitative approach relates to measuring effectiveness, by undergoing a survey method. The research uses a representative population and sample, in order to be more accurate. Subjects and informants use non-probability sampling methods, with quota sampling techniques.

The data used in this research is primary data, which is obtained through filling out questionnaires. The questionnaire was distributed offline, namely by filling it in directly, and online with the help of google-forms. The number of respondents was 100 people who were Islamic banking customers in Indonesia, with a total of ten questions. Through the EPIC model approach which consists of the dimensions of Empathy, Persuasion, Impact and Communication. The answers to the questionnaire questions use a Likert scale with intervals of 1 to 5. The results of the questionnaires that have been collected are then processed first through validity and reliability tests. After the results are valid and reliable, data processing is then carried out using the SPSS system by analyzing data normality and hypothesis testing. In hypothesis testing, this study uses the One Way Anova parametric test. However, if the data is not normally distributed, it is continued by conducting a Nonparametric Test, namely, the Kruskal-Wallis Test. Because this study uses a weight of 1 to 5, the scale range is as follows:

$$Rs = \frac{R(\text{weight})}{M}$$

Information:

R (weight) = largest weight to smallest weight

M = Number of weight categories

So, the Likert scale vulnerability obtained is:

$$Rs = \frac{5-1}{5} = 0.8$$

The decision position obtained is;

Table 1. EPIC Model Decision Scale Range

No	Scale Range	Decision Criteria
1	1.00 < x ≤ 1.80	Very ineffective
2	1.80 < x ≤ 2.60	Not effective
3	2.60 < x ≤ 3.40	Fair
4	3.40 < x ≤ 4.20	Effective
5	4.20 < x ≤ 5.00	Very effective

Source: AC Nielsen, processed data, July 2023

## RESULTS

### Validity Test

The validity test is carried out to measure whether the indicators or questionnaires of each variable are valid or not. Valid means that the instrument can be used to measure what should be measured (Sugiono, 2013). Testing is done with the SPSS program, with social media marketing variables (X1) and other marketing variables (X2) using the EPIC model indicators. From the output, it can be seen the correlation value between each item and the total item score, the correlation value

will be compared with the r table. The r-count value is the result of the correlation of respondents' answers to each question in each variable being analyzed. Meanwhile, to get the r-table, it is sought at a significant 0.05 with a 2-sided test and the amount of data ( $n = 100 - 2 = 98$ ), so the r-table value is 0.1966. The level of validity of the indicator or questionnaire can be determined, if  $r\text{-count} > r\text{-table} = \text{Valid}$  and  $r\text{-count} < r\text{-table} = \text{invalid}$ . The complete validity test results can be seen in the following table:

Table 2. Social Media Marketing Validity Test

Indicator	Item	r <sub>count</sub>	r <sub>table</sub>	Description
Empathy	Item 1	0.609**	0.1966	Valid
Persuasion	Item 1	0.829**	0.1966	Valid
Impact	Item 1	0.756**	0.1966	Valid
	Item 2	0.682**	0.1966	Valid
Communication	Item 1	0.825**	0.1966	Valid

Source: processed data SPSS 26 2023

Table 3. Other Marketing Validity Test

Indicator	Item	r <sub>count</sub>	r <sub>table</sub>	Description
Empathy	Item 1	0.729**	0.1966	Valid
Persuasion	Item 1	0.685**	0.1966	Valid
Impact	Item 1	0.744**	0.1966	Valid
	Item 2	0.628**	0.1966	Valid
Communication	Item 1	0.699**	0.1966	Valid

Source: processed data SPSS 26 2023

From the table above, it is known that the validity test results for other marketing variables are valid for all indicators. This is evidenced by all the calculated r values on the variable indicators obtained exceeding the r table value of 0.1966, so that each indicator on the variable can be carried out the next calculation step.

### Reliability Test

Reliability is an instrument that can be trusted to be used as a data collection tool, because the data is considered good (Ridwan, 2009). Reliability test to determine whether the indicators on the questionnaire used can be trusted or reliable. The reliability of an indicator can be seen from the Cronbach's alpha ( $\alpha$ ) value, namely if the Cronbach's alpha ( $\alpha$ ) value is greater ( $>$ ) 0.60 then the indicator or questionnaire is reliable, while if the Cronbach's alpha ( $\alpha$ ) value is smaller ( $<$ ) 0.60 then the indicator or questionnaire is not reliable (Priyatno, 2014). Overall, the results of the reliability test can be seen in the following table:

Table 4. Social Media Marketing Reliability Test Results

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0.788	5

Sumber: processed data SPSS 26 2023

Table 5. Other Marketing Reliability Test Results

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
0.735	5

Sumber: processed data SPSS 26 2023

Based on the questionnaire data that has been collected and then processed using SPSS, it is known that the Cronbach's Alpha value has exceeded the limit number for each variable. Social media marketing is worth 0.788 while other marketing is worth 0.735, so it can be concluded that the questions used in this research questionnaire are reliable overall.

#### Normality Test and Kruskal-Wallis Test

A normality test is used to determine whether the data is normally distributed or not. The test used in this study uses the Kolmogorov-Smirnov Normality Test method, with the basis for decision making if the significance value > 0.05 then the data is normally distributed and if the significance value < 0.05 then the data is not normally distributed.

Table 6. Kolmogorov-Smirnov Test  
One-Sample Kolmogorov-Smirnov Test

		<b>Social Media Marketing</b>	<b>Other Marketing</b>
N		100	100
Normal Parameters a,b	Mean	18.66	18.04
	Std. Deviation	3.361	3.140
Most Extreme Differences	Absolute	.132	.120
	Positive	.125	.120
	Negative	-.132	-.096
Test Statistic		.132	.120
Asymp. Sig. (2-tailed)		.000 <sup>c</sup>	.001 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: processed data SPSS 26 2023

It is known from Table 6, the value of Asymp. Sig. (2-tailed) shows 0.000 for Social Media marketing and 0.001 for Other Marketing. This means that both results are smaller than 0.05, so it is concluded that the data is not normally distributed. To be able to do the ANOVA test, the data sample must be normally distributed with homogeneous variance, while if the assumption is not met and the measurement scale is ordinal, then a non-parametric test can be done through the Kruskal-Wallis test. The Kruskal-Wallis test is used to make comparisons and to determine whether or not there is a difference between the middle score values between the two samples, namely social media marketing and other marketing.

Table 7. Result of Kruskal Wallis Test

	Types of Marketing
Kruskal-Wallis H	3.090
Df	1
Asymp. Sig.	.079

a. Kruskal Wallis Test

b. Grouping Variable: VARIANS

Source: processed data SPSS 26 2023

The basis for making this Kruskal Wallis test decision is if the significance value  $< 0.05$  then there is a significant difference between social media marketing and other marketing, while if the significance value  $> 0.05$  then there is no significant difference between social media marketing and other marketing. Based on the results of the kruskal-wallis test in table 7, it is known that the value of Asymp. Sig. (2-tailed) value is 0.079, meaning that the value is greater than 0.05, it can be concluded that there is no significant difference in data results between social media marketing and other marketing.

## DISCUSSION

The effectiveness of a type of marketing can be analyzed, one of which is by using the EPIC Model. The dimensions in the EPIC Model are analyzed separately using the average score method to determine the effectiveness of each dimension. The average value will determine the position of a type of marketing effectiveness.

Table 8. Result of EPIC model

No.	Dimensions	Social Media Marketing		Other Marketing	
		Average	Information	Average	Information
1	Empathy	3.250	Enough	3.520	Effective
2	Persuasion	3.800	Effective	3.640	Effective
3	Impact	3.780	Effective	3.620	Effective
4	Communication	4.050	Effective	3.640	Effective

From table 8 above, it can be concluded that the average results of each dimension of the EPIC Model in social media marketing and other marketing have the same results, namely, both are effective in marketing Islamic banking products and services to the public. Analysed from the EPIC Model dimensions one by one, it is known that in social media marketing the results owned by the empathy dimension are worth 3.250 which means it is quite effective, the persuasion dimension is worth 3.800 which means it is effective, the Impact dimension is worth 3.780 which means it is effective, and the communication dimension has an effective status by having the highest value of 4.050. The effectiveness value of social media marketing for each indicator is known to be greater than the effectiveness value generated by other marketing. It is known that each effective value of other marketing variables is for the empathy dimension of 3.520, the persuasion dimension of 3.640, the Impact dimension of 3.620, the communication dimension of 3.605.

These results show that social media marketing and other marketing fulfil all aspects of effectiveness. And it can be concluded that the effectiveness of social media marketing is more effectively implemented than other marketing, this is evidenced by the value of the Communication dimension showing the highest effective value followed by the Persuasion and Impact dimensions of social media marketing. This means that the communication approach related to a product and service to customers or prospective customers can be more effectively carried out, the results of which are more significant. Meanwhile, the reminding variable is presented in table 9 below.

Table 9. Result

No	Types of Marketing	Average value	
		Average	Information
1.	Social media marketing	3.720	Effective
2.	Other marketing	3.605	Effective

Television remains the most effective medium for bank advertising, reaching the broadest audience with favorable impressions across age groups (Bexley & Sherrill, 2017). However, social media is gaining importance as a flexible, low-budget communication channel, particularly for targeting younger demographics (Öztürk & Güven, 2014). Banks are increasingly adopting social media strategies to enhance visibility, loyalty, brand awareness, and customer engagement (Angelini et al., 2017).

Overall, the average value of the effectiveness of using social media marketing in Islamic banking is 3.720, because it is known that more respondents answered agree. This value shows that social media marketing in Islamic banking marketing tends to be preferred by the public in finding information on a product, and is more effective in conducting promotions compared to other types of marketing. From the results of this study, it is also known that the average value of other marketing effectiveness is lower than the social media marketing method, which is valued at 3.605. These results are in accordance with previous research

conducted by Auvarda (2022) which revealed that advertisements delivered through digital media and social media using the EPIC model indicator approach are more effective to be remembered and memorable in the minds of the public so that they make their own attraction to buy a product.

## CONCLUSION

The effectiveness value of social media marketing in the Islamic banking sector using the EPIC model approach which consists of empathy, persuasion, impact and communication indicators. It is known from the results of this study that the effectiveness value for the empathy indicator is in the lowest position compared to other indicators, which is only 3.250, which means it is in the moderately effective category. While the effectiveness values for other indicators all fall into the effective category, with details of the effectiveness value of the persuasion indicator of 3.800, the effectiveness value of the Impact indicator of 3.780, and the effectiveness value for the communication indicator of 4.050. Here it can be concluded that the effectiveness value of the communication indicator in social media marketing reaches the highest value compared to other indicators, which indicates that social media marketing is an effective communication medium to be carried out by Islamic banking to customers or prospective customers regarding various kinds of information that will be disseminated to the general public including promotions. Furthermore, the second position is occupied by the persuasion indicator, which means that social media marketing is able to attract the attention of the general public to have a memorable impression, so that the impact is interested in buying a product or service promoted by Islamic banking.

The value of other marketing effectiveness in the Islamic banking sector using the EPIC model approach which consists of empathy, persuasion, impact and communication indicators. It is known from the results of the effectiveness value of each indicator that all of them fall into the effective category, with details of the value for empathy of 3.520, persuasion of 3.640, impact of 3.620, while for communication of 3.640. Other marketing strategies are known as traditional marketing strategies that have been carried out from a long time ago before the development of technological sophistication, Islamic banking cannot be separated from other marketing strategies. As is known from the results of this study that other marketing has an effective value with close values for each indicator. Other marketing outreach remains effective to target customers and prospective customers who cannot keep up with technological developments so they do not choose to use it.

The results of this study indicate that both marketing strategies carried out by Islamic banking, both social media marketing and other marketing, are in the effective category. However, it is known from the average value of the effectiveness of social media marketing is greater than other marketing, namely with an average value of social media marketing effectiveness of 3.720 while for other marketing effectiveness values of 3.605. So, it can be concluded that the social media marketing strategy is more effectively implemented by Islamic banking in Indonesia compared

to other marketing. By utilising social media marketing, customers or prospective Islamic banking customers have more ease of getting the information they need, and of course it gives an interesting impression to each individual. Without having to spend a lot of money and hard effort to leave the house to visit the place directly, this also benefits Islamic banking to facilitate the spread of promotion of its products and services to all people wherever they are.

This research still has shortcomings, because it only measures the effectiveness of comparing social media marketing strategies with other types of marketing in the Islamic banking sector. then the suggestion for future researchers is to be able to measure other variables that are not measured in this study, such as measurement of purchasing decisions for Islamic banking products and services, profitability, influence on the company's brand image, and so on.

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