Jurnal Masharif al-Syariah: Jurnal Ekonomi dan Perbankan Syariah
ISSN: 2527 - 6344 (Printed), ISSN: 2580 - 5800 (Online)
Accredited No. 204/E/KPT/2022
DOI: https://doi.org/10.30651/jms.v11i4.31893
Volume 11, No. 1, 2026 (292 - 309)
Received 12 Apr 2026, Accepted 09 May 2026, Published Online: 19 May 2026

MODEL SEGMENTATION AND POSITIONING OF PBNU'S DIGITAL DA'WAH IN STRENGTHENING THE ECONOMIC LITERACY OF THE COMMUNITY ISLAM

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Abstract

This study examines the segmentation and positioning model of digital da'wah implemented by the Executive Board of Nahdlatul Ulama (PBNU) in strengthening Islamic economic literacy in the digital era. The rapid development of information technology has transformed da'wah practices from conventional methods into more interactive, adaptive, and wide-reaching digital platforms. This research employs a qualitative method with a descriptive approach to comprehensively analyze PBNU's digital da'wah communication strategies. The findings reveal that audience segmentation is carried out based on demographic, psychographic, and digital behavioral aspects, enabling da'wah messages to be tailored to the characteristics of each audience group. Meanwhile, the positioning strategy places PBNU's digital da'wah as a moderate, inclusive, and solution-oriented movement that is relevant to the economic needs of the community. Through the utilization of various digital platforms, the da'wah content is not only normative but also practical, including education on Islamic economics, entrepreneurship, and Sharia-based financial management. In conclusion, an effective segmentation and positioning model in digital da'wah significantly contributes to improving Islamic economic literacy, expanding public participation, and promoting sustainable community economic empowerment in the era of social media.

Keywords : Digital Da'wah, Segmentation, Positioning, Islamic Economic Literacy, Social Media

1. Introduction

The development of information and communication technology in the current digital era This has bring fundamental changes in various aspect life society, including in practice Islamic preaching. The presence of the internet and social media has shift pattern communication preaching from conventional methods face to face towards a more digital communication model Interactive, open, and without limitations of space and time. Platforms such as YouTube, Instagram, Facebook, and TikTok This become a strategic media in convey messages preaching to a more diverse society wide, especially generation young people who are active users in digital media (Nasrullah et al., 2024) . In study this, digital preaching does not Again only delivery - oriented spiritual values. However, you can adapt with social, cultural and economic dynamics digital society.

Transformation in preaching enter to the digital realm has huge opportunity for religious institutions For expand reach and increase effectiveness the message conveyed. One of the organization Islam the largest in Indonesia, namely the Nahdatul Ulama Executive Board or Can called with (PBNU), Has utilized social media as means preaching at a time empowerment economy people. Digital da'wah carried out This No only focus to distribution teachings moderate Islam (wasathiyah). However, it is also directed For support strengthening economy people through various based programs community like development business Micro (MSMEs), Cooperatives Islamic boarding schools and the economy Sharia- based (Mohammed, 2023) .

Thus, the success of preaching in this digital era is greatly influenced by the communication used, especially in aspect segmentation and positioning. Segmentation audience become an important step in identify characteristics, needs and preferences quite a social media user diverse. With proper segmentation, message preaching This can customized with background behind demographic, psychographic and behavior audience so that more effective and more appropriate target. Research previously show that approach segmentation in digital preaching is capable increase audience engagement as well as strengthen understanding to message religious people who want to delivered (Sari et al., 2021) .

Besides segmentation, positioning is also important. key in strategy digital - based preaching. Positioning is related to how the message the preaching that was delivered to audience preaching in the middle current very dense information on social media. In matter This, the Nahdatul Ulama (PBNU) Supervisory Board is trying positioning self as representation moderate, inclusive, tolerant and relevant Islam with need society in the current era This is a strong positioning strategy. will help creation positive image while increasing public trust in the preaching messages conveyed (Suryandari, 2025) .

Further discussion Far again When integration between digital preaching in strengthening economy people become very important aspect that is necessary get attention. Da'wah No only functioning as a delivery medium religious teachings alone.

However, it also becomes means socio- economic transformation that is capable of increase welfare society. Previous studies also show that the use of digital media in context preaching can push literacy sharia economy, expanding market access for perpetrator business small (MSMEs), as well as increase participation public in activity economy based on community (Nisfah et al., 2025) .

However, digital preaching also has various challenges, such as the rise disinformation, commodification of religion and low digital literacy in some society. thing This potential reduce effectiveness preaching even cause distortion to message the preaching that was delivered (Ghifari, 2023) . because of that Therefore, a comprehensive and adaptive strategy is needed. in manage digital preaching in particular in determine appropriate segmentation and positioning so that the message conveyed is not only interesting. However, it has an impact on the economic life of the people.

Based on description above, research This aim For analyze deep To what extent does the PBNU digital da'wah segmentation and positioning model strengthen economic literacy ? This research is expected to... can give contribution Good in a way theoretical and parquet in development of digital da'wah models effectively and efficiently (Alhaq et al., 2025) .

2. Literature review

The model is business For make theory more real, at the same time become representation and analogy from various variables contained in the theory (Benny A, 2020) . Models can interpreted as the design made in a way special with systematic procedures to be used in an activity. In addition, models are also known as designed design in a way structured For implemented in its implementation. With Thus, the model is description pattern thought that shows relatedness between draft in a way comprehensive.

In this aspect In this case, there is a segmentation and positioning model from the Nahdlatul Ulama Executive Board (PBNU) in effort strengthen literacy economy that includes a number of strategies, including:

2.1. Digital Preaching

Digital da'wah is transformation from preaching conventional going to in virtual space by utilizing information technology and social media. In theory conceptual, preaching still aim in convey values Islamic, but methods and media experience quite significant changes. Social media itself allows distribution message preaching Far more extensive, fast and interactive (Hasbullah, 2023) .

According to the latest study, digital da'wah is not only nature informative only. However, it is also participatory where audience play a role Enough active in distribute and produce contents preaching (Irawan, 2025) . This is in line with theory communication interactive that emphasizes importance bait feedback and engagement in effectiveness communication. In addition, digital preaching also requires adaptation to characteristics faster, visual and trend-based digital audience (Amir, 2025) .

Thus, digital preaching can be understood as strategic communication. based technology that integrates religious values with today's modern communication approach. Communication own difference fundamental with draft the basis that exists in the process of preaching, where communication related with the exchange process information or message between man One with other humans (Muhtadi, 2022) . In more context area, this process including in field Sociology Communication. Onong Uchjana Effendy explains that order the covering communication personal, communication groups and communication mass (Effendy, 2023) .

The development of da'wah in the digital era shows change big blessing use technology and social media. This change method preaching from communication One direction become communication of a nature interactive with existence reciprocal relationship between preachers and mad'u. Preaching strategies become element main so that the message of Islam can be delivered in a way effective and appropriate with need society. Implementation of monologic, dialogic, and participatory strategies make digital preaching is capable reach more communication broad, deep and meaningful. With thus, the preacher moment This need behave creative, wise, and adaptive so that Islamic values remain relevant and can accepted by society in the modern era (Auliya et al., 2025) .

2.2. Segmentation Concept in Da'wah According to STP Theory (Segmentation, Targeting, Positioning)

Segmentation is the process of grouping an audience into several segments based on differences in needs, characteristics, and behaviors. This concept is used to understand audience structure more deeply so that the preaching message delivered can be tailored to the conditions of each group. According to Philip Kotler and Gary Armstrong, segmentation is carried out by dividing into smaller, more homogeneous groups so that each group can be served with different strategies according to their needs (Kotler, 2022) . In context this, the grouping process audience analyzed through STP (Segmentation, Targeting, Positioning) theoretical framework which is mutually integrated in determining the effectiveness of message delivery.

STP theory places segmentation as step beginning in identify group audience that has similarities in characteristics and needs, so that messages can be delivered more effectively and efficiently. In context preaching, segmentation become very important aspect remember the audience being addressed nature heterogeneous, especially in the digital era which brings together various background behind social, cultural, and level literacy in One communication space. Therefore that, the implementation segmentation allows compilation message more preaching directed, relevant, and contextual (Halimah, 2024) .

Study show that implementation segmentation in digital preaching contributes to developing a more effective communication strategy appropriate target. Segmentation No only determine content message, but also influence election style language,

content format, and digital platforms used to convey da'wah (Majid, 2017) . With Thus, segmentation functioning as foundation in designing communication adaptive preaching to dynamics digital audience.

In context Nahdlatul Ulama Executive Board, segmentation preaching can directed at several group strategic like santri, generation millennials, generation Z, MSME actors, and urban society. Every segment own different needs and characteristics, including in aspect literacy economy. Therefore that, approach the preaching used need adjusted so that the message conveyed No only relevant in a way religious, but also contextual in answer need the economy of each group.

2.3 Positioning Concept in Da'wah

Positioning is a strategy for form perception certain in mind audience about something message (Krupka, 2023) . In the context of da'wah, positioning means effort determine How preaching want to known and understood by the public, through emphasis on the values, principles, and character of the message being conveyed. With the right positioning, the preaching can own characteristics distinctive features that distinguish it from approach other so that more easy accepted by the audience (Sukmaeni et al., 2025) .

In study this, found Strong positioning can increase the appeal and audience trust in a missionary institution. Furthermore, positioning is closely related to the organization's branding process, *which* includes consistency of message, visuals, and narrative used in missionary content.

For the Nahdlatul Ulama Executive Board (PBNU), its positioning as a moderate Islamic organization based on Ahlussunnah wal Jama'ah (the Sunni Muslim Community) is a key strength in developing digital da'wah. The principles of Ahlussunnah wal Jama'ah (Aswaja) serve as a normative foundation in shaping the direction and character of the Nahdlatul Ulama Executive Board's (PBNU) da'wah, particularly in the digital space. The values of moderation, tolerance, and balance embodied in Aswaja serve not only as a theological identity but also as a basis for formulating an inclusive, adaptive, and relevant da'wah communication strategy. with dynamics public contemporary (Said et al., 2024) .

2.4 Islamic Economic Literacy

Literacy Islamic economics is ability understand Islamic economics accompanied by sensitivity and attitude critical, so that somebody can operate activity economy in accordance with principle Sharia. In short, Literacy Islamic economics is intelligence in economical based on Islamic teachings (Manih, 2025) .

Understanding literacy Islamic economics is foundation main in realize society that has awareness values and engagement active in system finance Sharia- based. Indonesia, as a country with the world's largest Muslim population has a great opportunity to develop an Islamic economy. However, the level of understanding public to basics Islamic economics is still relatively low. Weakness literacy Islamic economics does not only hinder development industry Islamic finance, but also broaden gap

between objective normative Islamic economics and reality participation public (Arifin, 2025) . Therefore, p increase literacy Islamic economics is very important for development industry Islamic finance can running optimally as well capable bridge gap between the ideal goals of Islamic economics and participation real public.

Even though Indonesia has amount the largest Muslim population in the world, the level literacy Islamic economics in society Still classified as low. Various survey national show that understanding to principle base Islamic economics is still limited. OJK data for 2022 also recorded literacy Islamic finance only around 9.1 percent, far below literacy finance almost conventional reached 50 percent. Phenomenon low literacy Islamic economics does not only impact on the minimum utilization product Islamic finance, but also weakens role public in support system Islamic economics in general comprehensive. Many Muslim individuals who ideological support sharia values, however Not yet own ability knowledge and practice For apply it in activity economy daily (Fadillah, 2025) .

3 Research methods

The type of research in this study uses a qualitative method with a descriptive approach. This qualitative research aims to understand phenomenon in a way deep in context natural that emphasizes to meaning, process and perspective of the research subject. Approach This No use statistical procedures, but rather produce descriptive data in the form of written words (Fadli, 2021) .

Approach descriptive in the study This used For describe in a way systematic and factual research on segmentation and positioning strategies in digital preaching of the Nahdlatul Ulama Executive Board (PBNU). descriptive This allows researchers For reveal social reality in general objective without manipulate something variables, so that the phenomenon being studied This in a way whole and contextual (Albina, 2025) . In addition, qualitative research with approach descriptive This focus to exploration deep to behavior, perception and experience of a subject, so it is very relevant For study dynamics digital preaching on social media. This method nature flexible and possible adjustments to focus study in accordance findings in the field.

Thus, the use of approach qualitative descriptive in the study This expected capable give a comprehensive, in -depth and relevant picture related the phenomenon being studied and becoming motivation For writer next.

4 Results and Discussion

4.1 PBNU Digital Da'wah Segmentation Model

Segmentation audience is practice in share audience big become more groups small and homogeneous based on characteristics certain like demographics, psychographics, behavior and media preferences. The main objective from segmentation is adapt message preaching according to the needs of each group to make it more relevant and effective in reach as well as influence target audience in context communication digital preaching, segmentation This help religious messages that become contextual to social realities and economic needs people, so that have a

greater impact broad and deep. In general, segmentation This is the main strategy in campaign social communication and digital marketing for increase effectiveness message as well as engagement audience.

In the current era this, segmentation No only Again based on demographics classic (age, type gender and region) but there are also psychographics and digital behavior in users who reflect values, interests even preferences of the digital platforms used. For example, users TikTok more tend young and responsive to short video content, while Facebook and Instagram users may look for more content Longer and more in-depth. This is very important in the digital preaching of the Nahdlatul Ulama Executive Board (PBNU) to compile incoming content. into the pattern each person's consumption segmentation audience preaching (Dianah et al., 2025) .

Function marketing in organization service can analogized in context digital preaching as effort strategic For recognize and group honey in a way appropriate through segmentation based on characteristics geographic, demographic, psychographic, and behavioral (Keller, 2016) . Approach This in line with segmentation model digital preaching implemented by PBNU, which divides audience in a way systematic based on aspect demographics, psychographics, and digital behavior, so that message preaching can delivered in a way more appropriate targeted, relevant, and effective.

A. Demographic Segmentation as Foundation of Digital Da'wah

Segmentation demographic Alone done based on primary variables such as age, type gender, education, location geographical and social and economic status. From the analysis The content of the Nahdatul Ulama Executive Board (PBNU) can seen that from the content output varies greatly in accordance with segmentation demographics reached as following :

- Generation Z and Generation Millennials (18-35 Years): this generation is the most dominant user of social media. with visual preferences and very brief content. PBNU itself adapting the format of preaching via video duration short, young language understandable and communicative language style. Content the combine between material spiritual preaching and practice such as digital marketing techniques, tricks utilise e-commerce platforms, as well as monetization strategies creative based values Islam. Tendency This in line with studies the latest showing that generation young tend look for fast, visual and more content applicable in life a day day (Tewu et al., 2024) .
- Group adults, teenagers and elderly including MSME actors or figures more community often interact via YouTube or Facebook as appropriate For content long like further study in- depth discussion or material education economy Islam. Content like This designed with narrative more complete and contextual related strengthening economy people or studies case like the success of MSMEs based on values Islamic.

Segmentation demographic This become very important foundation in map preference content and channels distribution preaching of the Nahdlatul Ulama Executive Board Ulama (PBNU) so that the message of da'wah reaches the target with effective and efficient way (Zakiani et al., 2025) .

B. Segmentation Psychographics between Values, Interests and Attitudes

More from demographics, segmentation psychographics in preaching This is see values, style life, motivation or support, interest and attitude audience to theme certain like economic, spiritual or style life a more modern Islam. Psychographics Alone reflect internal aspects of the audience that often become factor main in determine message the preaching that will accepted in The strategic study of the Nahdatul Ulama Executive Board (PBNU) examined two audiences among others:

- Religious and Spiritual audiences tend to more look for content preaching that emphasizes mark religious moral values, sharia Islam and spiritual reflection in life a day day. Need content that is not only serve information but also provides meaning in a spiritual context. Designed message For segment This usually in the form of study religious digital- based or connecting content Principle Islam with social life.
- Audience Economic Aspirations consist of from groups motivated by needs will practical like skills entrepreneurship digital- based, sharia- based online marketing strategies or understanding management finance Islam. Motivational content action practical based studies case or method action direct tend more accepted by the segment This can encourage positive behavior in their economic life.

Segmentation psychographics This often combined with digital behavioral data for map need psychological audience and procedures they respond content preaching, so that The message that can be conveyed is not only relevant, but also encouraging. involvement tall.

C. Segmentation Digital Behavior between Interactions and preferences Content

Segmentation behavior preaching focus to method audience interact with digital content such as duration watching videos, types content that is liked or shared, patterns comment as well as response to invitation action (Call To Action) in digital da'wah by the Nahdatul Ulama Executive Board, Approach this is very important due to There is approach among others:

- Behavior shows preference larger audience specific to the content format, for example frequent audience watch content sharia business to finished tend need content continuation (tutorial series, sessions discussion until continued).
- Interaction audience (Comments, Share and Like can become indicator potential segmentation tall for strengthening message preaching economy Because shows active engagement No only just consumption passive (Treasures, 2024) .

segmentation behavior is also normal utilize social media platform analytics data such as Instagram, TikTok and YouTube insights to see pattern behavior audience. This is very helpful for the Nahdlatul Ulama Executive Board (PBNU) in adapt posting frequency, type content watched, as well as time publication so that the message preaching more right on target and impactful.

To support the findings of this research, documentation is presented in the form of various digital platforms managed by PBNU as a form of digital da'wah segmentation by PBNU:

a. NU Online official website (www.nu.or.id)

Figure 1NU Online Website



b. Instagram account (@nahdatululama)

Figure 2NU Instagram account



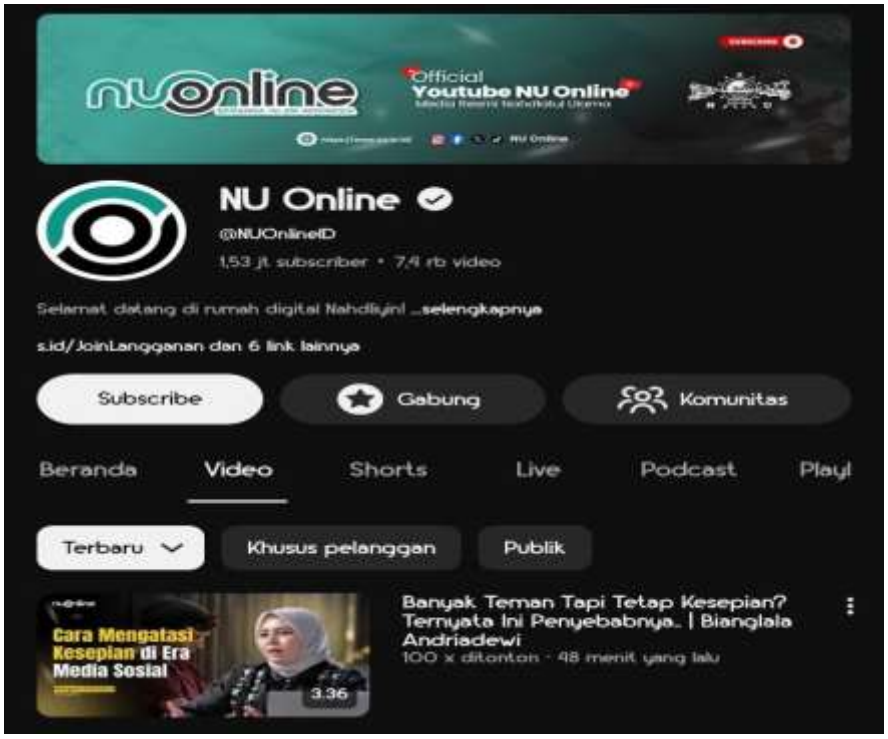
c. TikTok Account (@NU_Online)

Figure 3NU TikTok Account



d. YouTube Channel (@NUOnlineID)

Figure 4NU YouTube Channel



4.2 PBNU's Digital Preaching Positioning Model

Positioning concept in digital preaching refers to to the process of placing messages, images and values preaching such appearance so that audience look at him as credible, relevant, valid and valuable sources tall in life especially strengthening economy people man.

In study This is the Nahdlatul Ulama Executive Board (PBNU) presenting the positioning of da'wah as information religious, placement message integrated preaching mark Islam with challenge economy contemporary, for trigger sustainable social and economic change (Hanim, 2023) .

Positioning Model of the Nahdatul Ulama Executive Board (PBNU) is put digital preaching as solution concrete for problem economy experienced by the people. Transfer only just display normative values, the Nahdatul Ulama Executive Board (PBNU) presents content preaching that connects Principle Islam with problem economy real, like management Islamic finance, digital marketing and entrepreneurship such as UMK based on Islamic values.

Nahdatul Ulama Executive Board (PBNU) is active in spread content that explains productive zakat that is use of zakat for business capital or empowerment economy as community strategic term long For eradicate poverty and improve independence economy people. In approach This positioning preaching No only as a moral message. However, as solution practical against need economy daily (Fabriar, 2024) . Digital preaching places religious messages in a socio- economic context. contemporary in increase acceptance and involvement audience in a way significant.

following positioning model is choice of language, narrative and style appropriate delivery with character audiences preaching as well as the identity of the Nahdatul Ulama Executive Board (PBNU) as organization religious big. PBNU present content preaching nature Islamic economics in easy language understandable, contextual as well as No distance from life everyday. However, still guard depth message his preaching.

current era of social media this, style communication This own a very important role road create response between message and audience. Content from the Nahdatul Ulama Executive Board (PBNU) often use narrative style, inspirational, storytelling and very strong visuals For explain Principles economy Islam (Kojongian, 2025) . Credibility and style communication is an important factor in positioning strategy because can increase trustworthiness or get belief in the eyes audience and social media.

For example, the use of illustration real about How Principle ethics business in economy Islam This can increase profitability and sustainability in MSME businesses (Zen, 2024) , accompanied by narrative that connects spiritual values, making Nahdatul Ulama Executive Board content appears more humanist, credible and authentic compared to content other preaching which is only normative in nature. In approach This assist the Nahdatul Ulama Executive Board (PBNU) in positioning self as Voice of Trust for audiences seeking an understanding of religion that is relevant to the modern economic context.

Utilization of influencers, Key Opinion Leaders (KOL) and approaches multi-platform For strengthen range as well as credibility message digital preaching from the Nahdlatul Ulama Executive Board (PBNU). Influencers and KOLs must have ability For bridge message from PBNU to larger audience wide, especially in generation young people who follow certain online figures and often place decision consumption content based on digital influencer recommendations.

Collaboration with credible Muslim influencers help create a trust transfer, namely move trust to audiences from influencer figures to message the preaching of the Nahdlatul Ulama Executive Board (PBNU), so that message more easy accepted and internalized. This is in accordance with findings that influencer involvement in campaign digital- based can increase trust and engagement audience to the message conveyed.

In addition, the Nahdatul Ulama Executive Board (PBNU) implemented approach Multi-platform with utilise Youtube as place Instagram and TikTok webinar study as room community discussion. Which emphasizes that multi-platform strategy This own character specific audience and patterns consumption different content.

The Executive Board of Nahdatul Ulama (PBNU) as receptacle two -way interaction and an active community. PBNU itself No only serve message One direction. However, facilitating involvement audience in a way direct through Live Q&A, sessions

discussion interactive, Webinar via Islamic entrepreneurship and challenges practice digital entrepreneurship based values Islamic.

Involvement active This motivating audience For No only listen only. But also do action real outside digital space such as start business, optimizing digital marketing or implementing halal financial management (Santomeoro, 2018) . Shows that positioning that emphasizes mark community and action together own greater social impact big Karen message can understood as part identities community public Muslim

Through approach community focused positioning approach as well placing the Nahdatul Ulama Executive Board (PBNU) as voice collective the people who build solidarity, togetherness and responsibility social responsibility that becomes part from identity digital preaching from PBNU is strong and more relevant. Engagement kind of This create connection emotional delivery audience and message preaching so that message more internalized and produce change change real behavior.

3. The Role of Digital Da'wah in Strengthening Islamic Economic Literacy

Digital outreach conducted by the Nahdlatul Ulama Executive Board plays a significant role in improving the community's economic literacy, particularly in the context of Islamic economics. This finding aligns with the concept of economic literacy, which emphasizes an individual's ability to understand, manage, and make economic decisions rationally and in accordance with their values. (Mitchell, 2014) . In this context, PBNU's digital da'wah functions as an educational medium that helps the public understand Islamic economic principles such as financial management, the concepts of halal and haram, and sharia-based economic practices.

Through digital content presented in the form of videos, articles, and infographics, PBNU utilizes media as an effective means of mass communication. This aligns with digital communication theory, which states that online media can expand the reach of messages and increase information accessibility (Nasrullah, 2017) . This allows the public to easily and flexibly obtain Islamic economic information.

Digital da'wah also plays a role in raising public awareness of the importance of economic independence. This aligns with research showing that digital-based education can increase entrepreneurial awareness and community economic participation (Kurniawan, 2020) . Content that addresses issues of entrepreneurship, MSMEs, and community-based economics provides a concrete form of da'wah that is not only normative but also applicable.

From a da'wah communication perspective, this role can be linked to the concept of da'wah bil hal, namely da'wah through concrete actions that provide solutions to community problems. PBNU's digital da'wah not only conveys religious teachings but also provides practical guidance for everyday economic life.

The existence of digital da'wah as a trusted source of information is also crucial amidst the proliferation of invalid information in the digital age. This is supported by a report from the Financial Services Authority (OJK), which states that the level of

financial literacy among Indonesians still needs to be improved through massive and ongoing education (OJK, 2022) . In this regard, the PBNU digital da'wah contributes as a trustworthy and Islamic-value-based educational medium.

4. Impact Model Segmentation and Positioning of Digital Da'wah To Strengthening Islamic Economic Literacy

The results of this study indicate that the digital da'wah segmentation and positioning model implemented by the Nahdlatul Ulama Executive Board is strongly linked to marketing communication and da'wah communication theories, particularly in improving Islamic economic literacy. According to Philip Kotler's segmentation theory, segmentation is the process of grouping audiences based on certain characteristics so that messages can be delivered more effectively and precisely. The findings of this study align with research (Karamoy, 2023). Market segmentation in economy people usually consider a number of aspect religiosity, halal preferences and level income public Muslim. This is in line with findings study that segmentation can done based on factor geographic, demographic, psychographic and consumer behavior to increase marketing effectiveness. This shows that preaching messages that are tailored to the characteristics of the audience will be more easily accepted and understood. understand need specific people, perpetrators business can create more relevant products such as halal products, services Islamic finance and business based community.

Furthermore, in the context of positioning, the theory of Al Ries and Jack Trout explains that positioning is an effort to implant a certain image in the minds of the audience. Research by (Keller, 2023) also emphasized that strong positioning can increase audience trust and loyalty to a message or brand. In this context, PBNU's digital preaching positioning as moderate, inclusive, and educational has proven effective in building public trust in Islamic economic content.

Impact segmentation and positioning models for strengthening economy Islam is increasing inclusive economy. With proper segmentation, actors business can reach group the previous society not enough served like sharia MSME actors or high -income society low. In the study This show that the segmentation, targeting and positioning strategy or commonly known as (STP) has influence significant to decision purchase consumer (Diamond, 2022) . meaning, when the product customized with need segment certain, opportunities transaction increase which ultimately push economy growth in society.

From a da'wah communication perspective, these results align with research showing that digital da'wah can broaden and flexibly enhance people's religious understanding. Da'wah is no longer confined to physical spaces but has transformed into a digital space that is more interactive and adaptable to current developments. business people must capable compete with conventional and global products. With a strong positioning strategy, local products based on Islam can own unique and different identity from competitors. For example, halal products that are not positioned as

religious obligation, but also as a symbol of quality and security. In the study latest show that implementation segmentation and positioning can increase sales volume in a way significant meaning strengthen Power competition company (Anhary, 2025) .

In literacy Islamic economics, implementation The STP (segmentation, targeting, positioning) theory remains relevant in the digital era because it can drive product innovation that aligns with consumer needs, such as sharia fintech and halal lifestyle programs targeting the younger generation of Muslims. These innovations demonstrate that a sound market understanding can sustainably strengthen the Muslim economy. Furthermore, increasing Islamic economic literacy is also influenced by access to digital information and education, making digital da'wah (Islamic outreach) a crucial role in broadening public understanding. However, challenges remain, particularly for MSMEs, who face limitations in implementing marketing strategies. Therefore, support from the government, da'wah institutions, and educational institutions is needed to enhance business actors' marketing capacity more strategically.

Integration between segmentation models, positioning, and the use of digital media in preaching own significant role in increase literacy Islamic economics. Approach communication based on theory and supported by proven digital media capable produce more effective impact in the process of preaching in the modern era. With implementation appropriate with proper implementation, segmentation and positioning itself can become an important instrument in manifest economy more Islam independent, sustainable and equitable.

5. Conclusion and Suggestions

Based on results research, can concluded that segmentation and positioning strategies have a very important role in increase The effectiveness of PBNU's digital preaching. Segmentation carried out based on aspect demographics, psychographics, and digital behaviors enable message preaching delivered in a way more appropriate targeted, relevant and appropriate with need diverse audiences. Positioning PBNU's digital preaching as a moderate, inclusive and solution -oriented movement succeed build trust as well as image positive in the middle community. Da'wah No only understood as delivery mark religious, but also as solution practical in answer problem economy people, such as entrepreneurship, management Islamic finance, and empowerment of MSMEs. Utilization of digital media and approaches multi-platform capable expand range preaching at a time increase literacy Islamic economics of society. With Thus, the digital preaching segmentation and positioning model implemented by PBNU has proven to be effective. contribute significant in encouraging awareness, understanding, and sustainable economic participation of the people in the digital era.

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