

The Influence of Product Innovation and Market Orientation on the Marketing Performance of Muhammadiyah Da'wah Institutions

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Purpose

Muhammadiyah da'wah is included in da'wah in the reform era because da'wah in the reform era Muhammadiyah began to get a good response, it is very important to have a strategy, management and management of da'wah to advance da'wah. The purpose of this research is to identify the techniques and tactics of Indonesian Muhammadiyah da'wah.

Methodology

This study is qualitative research with data collection methods through observation. Data analysis in this study used a qualitative descriptive method with a sociological approach.

Findings

The study results show that Muhammadiyah da'wah's methods generally include the da'wah method of wisdom, good advice, and good dialogue. Muhammadiyah's da'wah strategy is to prioritize Islamic teachings in accordance with the Shari'ah, form a Hajj ritual guidance institution, build a culture of dialogue, and foster young generations, mass media preaching, cultural preaching, and preaching community empowerment in the fields of education, economy, social and health.

Implication

Da'wah in the marketing strategy of Muhammadiyah da'wah institutions in the form of selling Muhammadiyah products such as water and noodles to the community by treating them with quality ingredients so that they do not cause disease implications that occur, and the selling price is not too high and can still be reached by consumers as well as mineral water in general. The purpose of this Muhammadiyah product is to uphold the Islamic religion so that an actual Islamic society is realized. By offering Muhammadiyah products, they can introduce Muhammadiyah preaching to consumers by buying Muhammadiyah products.

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INTRODUCTION

Da'wah is part of the movement of Islamic teachings. If the movement adheres to Islamic teachings, it can be carried out in various ways and using various media. Many Muslims preach using various materials and techniques. Da'wah activities accompany most Muslim activities. However, they are not in line with the revealed reality, where many people still receive calls for da'wah but still live in poverty and cannot afford to send their children to school. Their children drop out of school, they are deficient in meeting their daily needs, forcing them to go out of town to make a living for their families, and many are even unemployed.

Muhammadiyah is one of the socio-religious organizations that has been able to exist and has even shown extraordinary progress until now. There are five Muhammadiyah organizations in Indonesia. The commitment of the Muhammadiyah da'wah movement with all its activities is none other than carrying out the mission of Islamic da'wah, namely, to preach to *Al-Khair*, invite *Al-Ma'ruf*, prevent *Al-Munkar*, and invite faith in Allah SWT.

Muhammadiyah is an Islamic da'wah organization using a structural and cultural approach. Muhammadiyah is one of Indonesia's most prominent Islamic da'wah organizations, where organizational communication is used to preach Islam to members and the wider community. Muhammadiyah was founded by KH. Ahmad Dahlan in 1912 AD, with a da'wah strategy centered on renewal and purification (Sairin, 1995, p.

48). Along with the various changes that have taken place in Indonesia, the reformation era is seen as a turning point in the life of this nation. Muhammadiyah also experienced various dynamic changes. It can be seen from the shift in the concentration of Muhammadiyah, which was initially centered in cities. It is now spreading to suburban areas with the increasing number of Muhammadiyah charitable institutions, especially the health and education sectors established in rural areas.

Since the reform era, Muhammadiyah da'wah activities have begun to appear and have received positive responses. It was utilized by the Regional Leadership of Muhammadiyah to increase the da'wah activities of amar makruf nahi munkar. Muhammadiyah has started to show its da'wah activities and received responses from the people of Demak Regency. It is evident from religious studies, which are starting to grow and develop, one of which is regular monthly and weekly studies, and many young people who take part in religious activities and the charitable aspects of business also experience an increase in volume, quantity, and quality. Compared to when viewed from the beginning and before the reform era (between 1996-2005), the community's response was less enthusiastic about the implementation of Muhammadiyah da'wah (Mahfudlah, 2014).

At first, the implementation of Muhammadiyah da'wah was not responded to and responded to by the community. However, over time, starting from the post-reform era until now, the community's response to Muhammadiyah has changed. It is evidenced by the increase in Muhammadiyah da'wah activities, such as religious studies and the volume of Muhammadiyah charity efforts, especially in education and the economy.

Based on the explanation above, this research aims to analyze the influence of the strategy, product innovation and market orientation on the performance of Muhammadiyah da'wah institutions.

METHODS

This study is qualitative research with data collection methods through observation. Data analysis in this study used a qualitative descriptive method with a sociological approach. This study uses the method of observing the workings of Muhammadiyah da'wah institutions.

RESULT AND DISCUSSION

Definition of Product Innovation. Product innovation can be defined as the actualization of a concept into new goods or methods. For individuals or businesses, innovation can be defined as turning initial inventions into applicable techniques (process innovation) or products (product innovation) through practical development and improvement. Furthermore, according to Kotler (2001), product innovation is any goods, services, or ideas considered new. Meanwhile, according to Uliana (2012), product innovation is a new product or innovation in a marketing context, goods, services, or ideas perceived as something new and different from pre-existing goods, services, or ideas.

Rogers (2003) states that innovation consists of five dimensions: relative advantage, compatibility, complexity, trialability, and observability (Al Rasyid & Indah, 2018).

1. Relative advantage is the degree of superiority of innovation, whether it is better than previous innovations or things usually done, measured in terms of economics, social achievement, comfort, and satisfaction. The greater the relative advantage felt by the adopter, the faster the innovation is adopted.
2. Compatibility is the degree to which the innovation fits with the recipients' values, past experiences and needs. Innovations that do not follow the values or norms the recipient believes will not be accepted as quickly as those that follow existing norms.
3. Complexity is the level of complexity of an innovation to be adopted and how difficult it is to understand and use the innovation. The easier an innovation is understood and understood by adopters, the faster the innovation will be adopted. Conversely, the more complex the product concerned, the more difficult it is to gain acceptance.
4. Trialability is the degree to which an innovation can be tried first or must be bound to use it. Innovation can be tested in real situations; innovations are generally adopted more quickly. To further accelerate the adoption process, an innovation must show its superiority. New products are more likely to be successful if consumers can try or experiment with ideas on a limited basis.

5. Observability is how others can see the results of using innovation. The easier it is for someone to see the results of an innovation, the more likely it is that a person or group of people will adopt the innovation. Visibility and ease of communication reflect how the results of using a new product are visible to friends and neighbors.

The influence of product information is very influential on consumers where consumers' needs are met so that consumers' desires appear to buy these products. This influence is essential for marketing these products according to consumer needs.

Product innovation is a process that seeks to provide solutions to existing problems. The problem that often occurs in business is a product that is good but expensive or a product that is cheap but not of good quality. Product innovation should provide added value compared to similar products (product superiority) to give the company an advantage over its competitors (Novarini & Bhegawati, 2020).

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Product innovation is a process that seeks to provide solutions to existing problems. The problem that often occurs in business is a product that is good but expensive or a product that is cheap but not of good quality. Product innovation should be able to provide added value compared to similar products (product superiority) to give the company an advantage over its competitors.

Product innovation indicators, according to Cahyo & Harjani (2013) and Atalay et al. (2013), are companies making product packaging designs that are different from competitors, companies adding new product variants, companies adding product variant features, companies conducting quality control before products are marketed, companies having product quality standards, the Company develops product quality.

Market Orientation. Market orientation is a view, perspective or culture seen from the company's processes and activities in creating the highest value for customer needs and wants as the core of the marketing process, namely focusing on customer satisfaction (Riadi, 2020).

Market orientation is an organizational culture that places the highest priority on superior customer value. Market-oriented companies can better develop and understand what consumers need to create customer value and market strategies with information on competitors' strengths and weaknesses. Market orientation measures behavior and activity from implementing the marketing concept.

Market orientation is an urgent matter for companies in line with the increasingly intense business competition and dynamic customer needs, so companies must consciously always be close to the market. Market orientation is a business culture where the company commits to continue being creative in creating superior customer value (Dalimunthe, 2017).

The benefits of market orientation are to assist companies in producing products or services that follow what customers perceive, helping to produce more efficiently than competitors, and explaining the company's performance differences.

Marketing Strategy. The marketing strategy is a comprehensive, integrated, and unified plan in the marketing field, which provides guidance on the activities to be carried out to achieve a company's marketing objectives (Assauri, 2010).

A marketing strategy is a comprehensive, integrated, and unified in the marketing field, which provides guidance on the activities to be carried out to achieve a company's marketing objectives. In other words, marketing strategy is a series of goals or objectives, policies and rules that give direction to the company's marketing efforts from time to time, at each level and reference and allocation, especially as the company's response in facing the ever-changing competitive environment and conditions changed (Assauri, 2010).

Strategy Process. Marketing Strategy Process According to Kotler in Renaldi Kasali's book entitled Targeting Indonesian Markets, the marketing process emphasizes three components, namely segmentation, targeting and positioning or commonly referred to as STP.

Segmentation is a critical concept in life. Not only for business purposes but also for community or other non-profit activities (Kasali, 1998). Segmentation allows companies to focus more on allocating resources. By

creatively dividing the market into segments, companies can determine where they must provide the best service and where they have the greatest competitive advantage (Kartajaya, 2006).

In looking at the market, the segmentation approach, according to its characteristics, can be grouped into Static Attribute Segmentation, Dynamic Attribute Segmentation, and Individual Segmentation (Kartajaya, 2006).

Static Attribute Segmentation. The approach divides the market based on static attributes like geography or demographics. Demographic segmentation divides the market based on age, gender, type of occupation, amount of income, religion, and education. Geographic segmentation divides the market by country, region, province, or city. A company may decide to operate in one or several geographic areas or across all but pay attention to differences in needs and wants according to each geography (Kartajaya, 2006).

Dynamic Attribute Segmentation. The approach focuses on dynamic attributes, such as psychographics and behavior. Psychographic Segmentation divides buyers into groups based on social class, lifestyle, or personality characteristics. People in the same demographic group can have different psychographic appearances (Kartajaya, 2006). Behavioral segmentation sorts buyers into groups based on their knowledge, attitudes, uses, or responses to a product. Some marketers believe behavioral variables are the best way to build market segmentation (Kartajaya, 2006).

Individual Segmentation. The last approach is made on the smallest unit of the market, namely the individual. After dividing and mapping the market into several segments, the next thing to do is determine the target market to be targeted (targeting). Sometimes targeting is also called selecting because marketers must select. Selecting here means that the marketer must have the courage to focus his activities on only a few sections (segments) and leave other sections (Kasali, 1998).

According to Clancy & Shulman (2003) in Kasali (1998), four criteria must be met to get an optimal target market. The four criteria are as follows.

1. Responsive: The target market must be responsive to the products and marketing programs developed.
2. Sales potential: The sales potential should be vast enough. The bigger the target market, the bigger the value.
3. Adequate growth: The market cannot react immediately. The market slowly grows until it slides by leaps and bounds and reaches its maturity point.
4. Media reach: The target market can be optimally reached if marketers choose suitable media to promote and introduce their products.

Positioning. After the target market is selected, the strategy that must be formulated is how to position the product in the minds of consumers. According to Philip Kotler in 1997, positioning is an action taken by marketers to create a product image and the things it wants to offer its market to succeed in obtaining a clear and meaningful position in the minds of consumers (Kasali, 1998).

Meanwhile, according to Kasali, positioning is a communication strategy to enter the window of the consumer's brain so that the product or brand name contains a particular meaning which in some ways reflects superiority over other products/ brands/ names in the form of associative relationships (Kotler, 1997). The positioning task consists of identifying a set of possible competitive advantages on which the positioning will be built, choosing the proper competitive advantage, and effectively communicating and conveying the selected position to the market.

Components of marketing strategy. The first component of marketing strategy is the product. According to Kotler (1997), a product can be offered to a market to attract attention, purchase, or use for consumption to satisfy a need. Products include physical objects, services, people, places, organizations, and ideas.

The product strategy is the most crucial element in the marketing mix strategy because it can affect other marketing strategies. Product strategies that can be carried out include decisions about product references/mix (product mix), trademarks (brands), ways of packaging/product packaging, product quality, and services (Assauri, 2010).

One of Muhammadiyah's products is *MieMu*. Economic and Entrepreneurship Council or *Majelis Ekonomi dan Kewirausahaan* (MEK), and Muhammadiyah Regional Leadership or *Pimpinan Daerah Muhammadiyah* (PDM) Surakarta launched the *MieMu* product. Unlike other instant noodle brands, *MieMu* is made from cassava or

mocaf flour, which is claimed to be healthier because it is low in sugar. Another Muhammadiyah product, *Airmu*, is one of the flagship products (PDM) of the Keranganyar, which was determined at the regional leadership work meeting and has officially launched Airmu.

Price. According to Kotler (1997), price is the amount of money charged for a product or service or the value consumers exchange to obtain the benefits of having or using a product or service. Price is the only element of the marketing mix that generates sales revenue, while the other elements are only ordinary. Because it affects sales revenue, the price affects the level of sales, profits, and market share that the company can achieve. There are several pricing objectives, including obtaining maximum profit, gaining a particular market share, milking the market (market skimming), achieving the maximum level of sales revenue at that time, achieving targeted profits, and promoting the product. Pricing can also be based on the same or uniform pricing strategy for all regions or market segments served (single pricing) and non-uniform or different pricing strategies for several regions (multi pricing). Payment terms are one of the pricing strategies because they are included in consideration of the level of sacrifice that buyers or subscribers must consider.

In this Muhammadiyah product, the price is different from the general price. Because it depends on the quality and materials used, the price is still affordable, around six thousand per unit, and water products are also different, like ordinary water, Muhammadiyah products, water and noodles are all still affordable.

Promotion. Promotion of Muhammadiyah products is marketed in small shops and supermarkets. Promotion is the company's attempt to influence prospective buyers by persuading (persuasive communication), using all marketing reference elements. The combination of promotional elements or equipment is known as the promotion mix/reference, which consists of advertising (with mass media such as TV, radio, and newspapers), personal selling (oral presentation), sales promotion (marketing activities: exhibitions, shows), publicity (in the form of news, or the results of interviews).

Employee Human Resources. The place can be interpreted as choosing a place or business location. Planning for good location selection is not only based on strategic terms, in terms of looking at the distance to the center or the ease of accommodation to that place. Leveraging the strengths of the company is the essence of distribution. Process Physical evidence

According to Sampurno (2010, p. 248), marketing performance is the accumulation of the results of all activities and work processes of the company or a complete view of the company's condition over a certain period, which is the result or achievement that is influenced by the company's operational activities in utilizing resources - owned resources. However, the problem of performance measurement is a classic problem and debate because, as a construct, marketing performance is multidimensional in that it contains various goals and types of organizations. Therefore, performance should be measured using various criteria simultaneously (Karinda et al., 2018). Good marketing performance is expressed in three main dimensions: sales value, growth, and market share, ultimately leading to company profits. The sales value shows the rupiah or product units sold. In contrast, the sales growth shows how much the sales of the same product have increased compared to a specific time unit, and the market portion shows how much the product has contributed to dominating the market for similar products compared to competitors.

Marketing Performance of the Muhammadiyah Da'wah Institute. Preaching must be able to use methods following the demands of the times because preaching has a close relationship with preaching techniques according to systems and methods that attract attention and planning (planning) that has been determined.

The Qur'an (Ministry of Religion, 2019) surah An-Nahl verse 125 stated, "Call (people) to the way of your Lord with wisdom (424) and good teaching and debate them in a better way. Truly your Lord, He is the one who knows best who has strayed from His path, and He (also) knows best who is guided."

Wisdom is firm and steadfast words that can distinguish between right and wrong. Then, based on the verses of the Qur'an An-Nahl verse 125, Muhammadiyah in Demak Regency implements this da'wah method in its da'wah activities.

Dakwah bi al-Hikmah. One of the da'wah methods or approaches Muhammadiyah uses in carrying out its da'wah is al-hikmah. Da'wah al-hikmah carried out by Muhammadiyah in Indonesia is to provide an understanding of Muhammadiyah and actual Islamic teachings and to provide an understanding that Muhammadiyah is following the prophet Muhammad following his teachings. It was done because some people

could not accept the existence of Muhammadiyah in their environment. The da'wah al-ḥikmah method carried out by Muhammadiyah is reflected in recitation activities, both general and special recitations for Muhammadiyah members and other religious activities.

So, they are mutually sustainable between the method of preaching al-ḥikmah and the strategy of preaching prioritizing Islamic teachings according to the Shari'a, explained in the previous point. However, providing an understanding of teachings and worship following accurate Islamic guidance to the public is not easy because this concerns matters of belief or ideology that have been believed and understood by the people of the Demak Regency. Therefore, Muhammadiyah in Demak Regency is slow and wise in preaching.

Apart from going through recitation activities by understanding and explaining Islamic teachings and the correct worship provisions to the public, Muhammadiyah in Indonesia first provides understanding and directs family members and relatives to carry out Islamic teachings according to the Shari'a. So, the da'wah bi al-ḥikmah carried out by Muhammadiyah tends to be more of a way to explain Islamic doctrines and existing realities to the public with logical arguments and a more communicative language of delivery. However, this sometimes creates clashes within Muhammadiyah itself because the leaders and members of Muhammadiyah have various characters; some are moderate, and some are tough, so this impacts how the material is conveyed in preaching.

Dakwah bi al-Mau'iz ah al-Ḥasanah. Da'wah, In terms of providing advice and guidance for moral conduct, is also shown by Muhammadiyah, among others, during public recitation events and recitations for Muhammadiyah members; this is also supported by da'wah material presented in the recitation discussing not only religious issues but also their application and how to face challenges in the globalization era. Hence, the da'wah material in general Muhammadiyah lectures is more analytical and applicable. When some people or members are experiencing difficulties or are having problems and need guidance and direction on religious, social, or economic issues, preachers or resource persons are always ready to give advice and try to solve these problems with logical explanations, sometimes preachers or resource persons are also be assertive depending on the situation and conditions encountered. Every public recitation or Friday sermon held within the Muhammadiyah environment, preachers or resource persons always provide guidance and advice to the community or recitation congregation.

The thing that the preachers of Muhammadiyah emphasized was the problems that Muhammadiyah considered to be contrary to Islamic teachings, such as superstition, bid'ah and superstition because Muhammadiyah in Demak Regency still considered that the community environment was still robust with superstitions and superstitions, so they afraid that they would customize a religious ritual. At the end of every recitation, the da'wah interpreters always provide an opportunity for the community or recitation congregation who want to share and need a solution to their problem. In addition, preachers from Muhammadiyah also provide examples in the form of good attitudes and behavior for recitation congregations.

Dakwah al-Mujādalah bi al-Latī Hiya Aḥ san. Da'wah al-mujādalah bi al-latī hiya aḥ san, in the sense of dialogical da'wah, is carried out by Muhammadiyah on several occasions, including during seminars on societal diseases such as drinking, where the resource persons came from Nahdlatul Ulama and Muhammadiyah. In responding, the two informants looked very good and friendly and even joked lightly between the two, so this proved to the public that there were no problems between Muhammadiyah and Nahdatul Ulama; in fact, they should have united in preaching in facing the challenges of the times.

Furthermore, through dialogue and discussion conducted by Muhammadiyah, da'wah is also carried out in the fields of economics and entrepreneurship, such as the program of the Economic and Entrepreneurship Council of Muhammadiyah Regional Leaders, which was held in September 2006, namely a business motivation seminar that will come after graduating from school to dare to open their own business so that they can help the government create jobs.

Muhammadiyah pursued the da'wah strategy. The da'wah strategy pursued by Muhammadiyah can be explained as follows.

They are putting forward Islamic teachings following Shari'ah. Muhammadiyah da'wah activities or activities, starting from the branch, branch, and regional levels, always teach and provide the correct understanding of Islamic teachings following the guidance of the Koran and the Prophet Muhammad by providing rational (logical) thoughts. It is done through da'wah activities programmed by the Tabligh, Da'wah, Tarjih and Tajdid Councils for each Muhammadiyah leader at the branch, branch, and regional levels. The

da'wah takes the form of routine recitations, namely public recitation, general recitation of members, recitation of preachers, and recitation of administrators discussing issues of faith, al-Qur'an, hadith, interpretation, fiqh and the book of Riyāḍ as-Ṣāliḥ in and its application in dealing with the problems of everyday life both problems of fiqh, law and the problems of life in the era of globalization. Muhammadiyah's da'wah strategy prioritizes Islamic teachings following the Koran, which is carried out through general recitations in the community by providing invitations and a multi-level marketing system so that the general public is interested in participating in recitation activities carried out by Muhammadiyah, besides that Muhammadiyah Regional Leaders in particular often bringing in resource persons or religious leaders from Nahdlatul Ulama, this is done to show that there is no problem between Muhammadiyah and Nahdlatul Ulama.

Forming the Hajj Manasik Guidance Institute. One form of Muhammadiyah's da'wah strategy is to form a pilgrimage guidance institution that has been running for about 3 years. The purpose of establishing this pilgrimage guidance institution is one of the forms of da'wah carried out by Muhammadiyah in teaching, providing guidance and guidance regarding the practice of the pilgrimage to people who wish to perform the pilgrimage. The Hajj ritual guidance institute formed by Muhammadiyah is very helpful for prospective pilgrims in learning the procedures and pillars of the Hajj and understanding the meaning of the pilgrimage so that it manifests as good behavior in life and strengthens ties of friendship among the pilgrims after completing the pilgrimage with special Hajj study activities that are already running.

Building a Culture of Dialogue and Fostering the Young Generation. It is done by holding public lectures and answering questions about religious matters. This method is the forerunner to building a dialogue culture between Muhammadiyah members, sympathizers, and the public. With proper dialogue activities in both official and non-formal forums, the community will feel valued and be able to look for the root of the problems that exist in society so that existing problems can be found for solutions because, in dialogue, there is bound to be mutual interaction and reciprocal communication. Muhammadiyah has long carried out the culture of dialogue. Usually, this dialogue is held at the end of a public lecture or every regular lecture. So, the community is invited to have a dialogue together, and the theme is not limited; it can be according to the theme of the recitation or personal, religious, environmental, cultural, and societal issues.

Da'wah Through Mass Media. Using mass media as one of Muhammadiyah's da'wah strategies has yet to go well. Da'wah carried out by Muhammadiyah has yet to use the mass media as a channel for preaching fully, but da'wah through the mass media has also been carried out as one identifiable strategy. Weakness and lack of use of mass media by Muhammadiyah as a da'wah channel are also caused by a lack of knowledge and ability of Muhammadiyah's human resources in the Demak Regency at the branch, branch, and regional levels.

Cultural Da'wah. Cultural da'wah for Muhammadiyah is preaching by developing culture. However, it must not conflict with Islamic law if what is in it is preaching with music media such as tambourines from Muhammadiyah High School or *Senior High School* (SMA) students but the songs that are sung are not like tambourine activities usually, so the songs sung have been varied as well as musical instruments. So, Muhammadiyah's cultural da'wah includes modern tambourine art, namely Islamic sound and dance, accompanied by tambourine and organ music. The songs sung contain Islamic verses. This tambourine art is displayed when there are Muhammadiyah activities such as Muhammadiyah Regional Conferences and public recitations; apart from that, this tambourine art is also often displayed in Muhammadiyah school events, weddings, and government events.

Da'wah Through Community Empowerment in the Education, Economic, Social and Health Sector. In the education sector, Muhammadiyah is one of the modern Islamic organizations whose preaching is adapted to the demands of the times, including Muhammadiyah in Demak Regency establishing schools to print and educate the nation's children and in still Islamic religious values following the Qur'an and hadith from an early age.

The most effective Muhammadiyah da'wah strategy is education because with education, we can in still religious values and personality; not only that, education in Muhammadiyah schools also provides students with skills for the future. Therefore, Muhammadiyah has established many schools at the kindergarten, elementary, junior high and high school levels. Besides formal education, Muhammadiyah established non-formal schools, namely Islamic boarding schools.

In the economic sector, Muhammadiyah in Demak Regency, in the context of community empowerment in the economic field, which is also one of the da'wah strategies, is to establish an economist business entity. In the field of arts and culture, Muhammadiyah also motivates and helps the growth of artistic and cultural creativity by starting with Muhammadiyah members first. Islamic teachings packaged in nasyid art with music as a medium of da'wah, holding speech and painting training is also a form of Muhammadiyah's da'wah strategy in the arts and culture.

The meaning of each work's cultural value, among others, can foster discipline, openness, mutual respect, cooperation, direct marketing, and indirect marketing strategy (Widodo et al., 2021). Discipline is behavior that is always based on the rules and norms that apply in the organization. Discipline includes compliance with laws and regulations, procedures, working time, interacting with partners, et cetera. Openness and readiness to give and receive correct information from and to fellow work partners for the company's benefit. Mutual respect shows respect for fellow work partners' duties and responsibilities. Collaboration, willingness to give and receive contributions from and to work partners in achieving the goals and targets of the company's marketing strategy. Direct marketing can take advantage of online media, such as showing the advantages and achievements of Muhammadiyah preaching, such as how Muhammadiyah markets its products. Indirect marketing strategy marketing indirectly by socializing with the community and the environment by carrying out community-related activities according to their respective fields. Such as carrying out ritual activities of good qurbani meat around the community.

CONCLUSION

Product innovation can be interpreted as the practical implementation of an idea into a new product or process. Innovation can come from individuals and companies; innovation can be interpreted as the development and practical improvement of an initial invention into a usable technique (process innovation) or product (product innovation).

Market orientation is a view, perspective or culture seen from the company's processes and activities in creating the highest value for customer needs and wants as the core of the marketing process, namely focusing on customer satisfaction.

There are 4 known methods of the Muhammadiyah Da'wah Institute.

1. First, the *bil lisan* da'wah (through speech) is carried out by Muhammadiyah, among others, through lectures, sermons, discussions, seminars, and advice.
2. The second *bil-hal* da'wah, namely the da'wah method through direct action. As exemplified by Kyai Muhammad Dahlan when he preached, he always gave good examples, such as establishing hospitals and always gave good examples. Da'wah bil-hal also took the form of managing zakat, infaq and shodakoh and qurban, which is intended for orphans.
3. The third is *bi-twin* da'wah, a method carried out through writing. Early Muhammadiyah figures used the writing method to convey explanations regarding the appeals to be conveyed to the broadest possible audience, members, Muhammadiyah leaders and the public.
4. The fourth is *bil-hikmah* da'wah, namely, conveying calls wisely and wisely. Muhammadiyah tends to convey da'wah wisely and prudently. Wisely reminding people of calls has become a tradition in Muhammadiyah on how to use its organizational letter as a suggestion, criticism, and reminder.

Likewise, da'wah in the marketing strategy of Muhammadiyah da'wah institutions in the form of selling Muhammadiyah products such as water and noodles to the community by treating them with quality ingredients so that they do not cause disease implications that occur, and the selling price is not too high and can still be reached by consumers as well as mineral water in general.

The purpose of this Muhammadiyah product is to uphold the Islamic religion so that an actual Islamic society is realized. By offering Muhammadiyah products, they can introduce Muhammadiyah preaching to consumers by buying Muhammadiyah products.

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