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Marketing Strategy to Increase Brand Awareness and to Target Appropriate Users of Sharia Digital Wallets

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Abstract - **The first Sharia E-Wallet in Indonesia had been launched for nine months and already started its marketing initiation, but in the field, there are target markets in Jabodetabek and Bandung areas that still did not know about sharia E-Wallets service in its mobile-application. To address this problem, it is important to Sharia E-Wallets to develop a more effective marketing strategy, therefore the target users aware, want to try and engage with the service. Questionnaire results showed 75% of respondents did not use Sharia E-Wallet meanwhile 80% of them were interested in using it. Proposed solutions and recommendation are following RACE (Reach, Act, Convert, and Engage) marketing planning model. The Reach's goal is to increase brand awareness through digital platforms. The strategy is to make various advertisements in the form of video and display advertisement and social media public relations. Act's goals are increased of YouTube subscribers, instagram followers or website visitors. The proposed strategy is using social media marketing in the form of variative and interesting social media posts, social media quizzes, creating content with Islamic economy experts and online public relations. Convert's goal is to turn target users into making transactions in Sharia E-Wallet. The proposed strategies are promotion information on social media and make an activation tutorial video. Engage's goal is repeat transactions of first time users. The proposed strategies are engaging content marketing, on app points and rewards, and Year-in-Review.**

Keywords - **Digital Payment; Sharia Digital Payment; E-Money; Sharia E-Wallet; Marketing Strategy**

I. INTRODUCTION

Government of Indonesia wanted to become the world Islamic financial center to grab a potential market of halal global market of $US3 trillion in 2023 said Indonesian president, Mr. Joko Widodo (Deha, 2019). Indonesian sharia economy is still growing from 2015 to 2019 (Bank Indonesia, 2020), the driving factors of sharia economy is the growing Muslim population, growing GDP of Muslim countries, increasing interest in religion, Muslim countries have good internet connectivity, increasing people's preferences for ethical consumerism, imports of food and beverage by the Muslim countries still filled from outside of the countries (Salaam Gateway, 2020). Indonesian government also supports economic sharia growth by forming the National Committee for Sharia Finance (KNKS) that would supervise the implementation of the sharia master plan.

The growth of Indonesian Islamic Financial Assets from 2015 to June 2019 on average is 20.7% year-on-year; the highest contributor is from Sharia capital market then from Sharia banking and Sharia IKNB. Also Indonesian sharia finance market share only reached 8.29% in 2019 (IFSA, 2019). There is still a huge potential for the sharia or halal industry from fashion, food and beverage, media and education, cosmetics and pharmaceutical sectors and tourism. The financial activities from those sectors must be complemented by advances in digital Islamic finance in Indonesia. The presence of digital Islamic financial services in people's daily transactions must be strengthened and accelerated (KNKS, 2020). E-Wallet that complies with sharia regulation in Indonesia is important to accommodate the needs of Muslim community for religious purpose, considering Indonesians are the people with the largest Muslim population in the world with 87.2% of its population with estimated 229 million people (World Population Review, 2020). Therefore the existence of sharia e-wallet in Indonesia is highly expected.

The Company object of this research requested to stay anonymous, therefore it will be referred to as "XYZ" throughout the paper. XYZ is an Indonesian sharia e-wallet. It is a choice of services that applies Sharia principles in transactions. XYZ can be used throughout its conventional e-wallet ecosystem and have a unique Sharia ecosystem, including mosques, amil zakat institutions, halal culinary centers, modern local retail, and Islamic boarding schools, Islamic banks, Islamic schools, and Islamic Universities. In its current holistic ecosystem. Until the end of 2020, XYZ has more than 1,600,000 registered users, which will continue to increase in line with the commitment of several strategic partners such as local governments and other institutions to collaborate to expand the Sharia digital ecosystem throughout Indonesia.

XYZ is a Sharia E-Wallet that has already launched in less than a year. XYZ already started its marketing initiation, but in the field, there are target market that still did not know about XYZ digital wallet service in its mobile-application. To address this problem, it is so important to XYZ to develop a more effective marketing strategy for its sharia digital wallet service, therefore the target users aware, want to try the service and engage with the service.

II. LITERATURE REVIEW

Financial Technology (Fintech)

Financial technology (Fintech) is the use of technology in a financial system that generates products, services, technology and/or new business models, and may have an impact on monetary stability, financial system stability and/or the efficiency, fluency, security and reliability of payment systems (Bank Indonesia, 2017). Fintech is increasingly disruptive to the traditional financial service system, it comprises any innovative or technology-based offered to businesses and consumers.

Digital Payment

Digital payment is one of the things that can be done using fintech. The transaction of electronic-money in Indonesia has increased from 2017 to 2019 and non-bank transactions exceed the number of bank transactions. Electronic-money transactions from banks only reached 24.1% with IDR 3,122 billion meanwhile non-bank transactions reached IDR 9,816 billion. This indicates that more people do e-money transactions from non-bank institutions. E-money transactions from non-bank institutions are done by using electronic-wallet technology. E-wallet provides convenience, sometimes promotion and safety of non-cash transactions thus it has been widely adopted by Indonesian customers (Ipsos, 2020).

Sharia E-Wallet

E-Wallet or electronic wallet is a digital payment instrument that uses server-based electronic media. In general, e-wallets are server-based applications and in the process of using them, they first need a connection with the publisher (Mulyana & Wijaya, 2018). E-wallet itself aims to facilitate transactions and is part of fintech. Sharia e-wallet is a choice of services that applies sharia principles in transactions. E-money transactions from non-bank institutions are done by using e-wallet technology.

Currently, e-money big players rarely completely follow sharia regulations in the market. On the other hand, the Islamic literacy index has only reached 16.3% in Indonesia (Bank Indonesia, 2020). Therefore, The Vice President of Indonesia, Mr. Ma'ruf Amin hoped digital payment in the form of digital wallets with sharia feature could accelerate the development of the Islamic economy and finance, especially in relation to Islamic economic literacy (Kominfo, 2020).

Currently XYZ's business is engaged in digital payment. XYZ service can be used by NFC (Near Field Communication) XYZ sticker, snap QR (quick response) code and token. Product/ service assortment of XYZ serves digital payment for telecommunication, bills, transport, E-money card, finance, entertainment, donation and tax. XYZ's area coverage is all over Indonesia. In telecommunication XYZ can be used to pay pulse or internet credit, postpaid pulse and roaming package. In pay bill to pay electricity to PLN, water bills to PDAM, various cable TV, internet, telephone, gas to Pertagas and PGN, cooperative, virtual account, online market in online or traditional market in Indonesia, property and education. The services in transportation are to pay ship fare, park, train, taxi, bus, airplane, ride hailing and gasoline. The service in finance to pay pay-later features, multi finance, loan, pawn shop, insurance, BPJS, mutual funds. The service in entertainment to pay various events and attractions. And the service in tax to pay retribution and tax. The uniqueness of this service also offers several additional features such as ZISWAF ecosystem (gather and distribution) and mosque-based economic empowerment. Soon it will also add some features such as digitizing pesantren and UMKM, Sharia investment and insurance and Umrah / Hajj payments.

III. METHODOLOGY

The purposes of this research are to increase brand awareness for sharia digital wallet's target users and to provide the right marketing strategy to improve the current state of XYZ. The research will use multiple methods that are qualitative and quantitative methods. The data will be collected by using primary and secondary data. Qualitative research is used to provide meanings and interpretations to understand the social phenomenon in business settings. The qualitative method uses an in-depth interview with The Head of Sharia E-Wallet Unit, the data collection will be used to know general situations and insight of the business process and identify problems of the business. Quantitative method used to quantify the problem by generating numerical data then the data can be transformed to a usable statistics. The quantitative method used questionnaires from the target market of Sharia E-Wallet with 112 respondents, the domicile mainly in Jabodetabek and Bandung area. The criteria were people within 18-74 years old, use a digital wallet and interested in using a sharia digital wallet. The questionnaire questions are divided into customer profile, reason of interest or not to use Sharia E-Wallet, marketing communication preference questions and Marketing Mix questions for XYZ users. The secondary data will use textbooks, journal articles, macroeconomic data and observation.

This research strategy uses exploratory research, this method used to gather data and explore it to understand the information from the data. Then this research gives problem solving analysis for the problem using RACE (Reach, Act, Convert, and Act) marketing planning model framework.

The idea behind the RACE marketing planning model is to provide a simple structure for companies to develop a digital marketing or omni-channel communications plan which meets the challenges of reaching and engaging online audiences to prompt conversion to online or offline sales. It is structured around the classic marketing funnel with the goals of Reach is to grow audience using paid, owned and earned media. Act's goal is to prompt interactions, subscribers and leads. Convert's goal is achieve sales online or offline. Engage goal is encourage repeat business (Chaffey, 2020). It shown in this diagram.

Figure 1. RACE Marketing Planning Model (Chaffey, RACE Marketing Model, 2020)

Marketing Mix

The term marketing mix is a foundation model for businesses, historically centered on product, price, place, and promotion (also known as the "4 Ps"). The marketing mix has been defined as the set of marketing tools that the firm uses to pursue its marketing objectives in the target market (Kotler & Keller, 2016).

Product refers to an item that satisfies the needs or wants of the consumer. Products can be tangible in the form of goods or intangible in the form of services, ideas or experiences. Price refers to the amount a customer pays for a product. Price may also refer to the sacrifice consumers are prepared to make to acquire a product (e.g. time or effort). Price is the only variable in the marketing mix that has implications for revenue (Blythe, 2009).

Place refers to providing customer access to the product or service and considers providing convenience for customers. Promotion refers to selecting the target markets, locating and integrating various communication tools in the marketing mix also refers to marketing communications and may comprise elements such as: advertising, public relations, direct marketing and sales promotion (Blythe, 2009).

IV. FINDINGS AND DISCUSSION

In the interview, the interviewee said, "*What we have to do is get closer to the target market, this approach is what we continue to do*" (Head of Sharia E-Wallet Unit at XYZ, Personal Interview, 11/24/2020).

Based on questionnaire results, respondents were mainly 26 to 39 years old group with 45%. The most respondents are the millennial generation. The second position is respondents from 40 to 55 years old groups with 27%. The types of occupation of respondents are mainly corporate employees with 24%, then college students with 16%, housewives with 14% and entrepreneurs with 13%. The top up amount of target users is more than Rp750,000,- with 30%. From all respondents, 25% of them use Sharia E-Wallet and 75% from respondents do not use it. Total respondents who are interested in using Sharia E-Wallet is 80% and 20% did not have interest in using Sharia E-Wallet. It is shown in Table 1.

TABLE 1. RESPONDENTS PROFILE & INTEREST OF USING SHARIA E-WALLET

Variables		N	(%)
Age	18-25	22	20%
	26-39	50	45%
	40-55	30	27%
	56-74	10	9%
	Total	112	
Occupation	College student	18	16%
	Company's employee	27	24%
	Entrepreneur	15	13%
	Housewife	16	14%
	Lecturer	2	2%
	Unemployee	1	1%
	Government employees	10	9%
	SOE's employees	3	3%
	Profesional	5	4%
	Others	15	13%
	Total	112	
Monthly Top-up amount	<Rp100.000,-	25	22%
	Rp100.001,- to Rp250.000,-	20	18%
	Rp250.001,- to R500.000,-	23	21%
	Rp500.001,- to Rp750.000,-	10	9%
	>Rp750.000,-	34	30%
	Total	112	
Use sharia e-wallet	Yes	28	25%
	No	84	75%
	Total	112	
Interested in using sharia e-wallet	Yes	67	80%
	No	17	20%
	Total	84	

The reasons respondents do not use Sharia E-Wallet and do not interest in it are respondents XYZ are not yet popular with 37%. The reason respondents do not use Sharia E-Wallet but show interest are respondents have not known this service information before with 69%, and then never seen this service advertisement with 63%. It is shown in Table 2.

TABLE 2. RESPONDENTS INTEREST AND DISINTEREST REASON OF USING SHARIA E-WALLET

Variables	***N***	**(%)**

Reason not interested in sharia e-wallet	Don't feel the need for usury-free e-money transaction services	3	16%
	Don't know the law of usury	3	16%
	There are no attractive discount / voucher offers	2	11%
	XYZ is not trusted yet	2	11%
	XYZ is not yet popular	7	37%
	The XYZ is not complete / fulfills the needs	1	5%
	Others	1	5%
	Total	19	100%
Reason of interested but not yet use sharia e-wallet	Never seen an ad for this service	42	39%
	Not knowing this service information before	47	44%
	Doesn't require services at XYZ yet	12	11%
	Difficulty activating Sharia Services on the XYZ app	2	2%
	There are no attractive discounts / vouchers	5	5%
	Total	108	100%

Marketing communication preference of most respondents is advertising in social media with 30%, then discount and voucher with 23%, also from friends and family's invitation with 14%. It is shown in Table 3.

TABLE 3. RESPONDENTS PREFERENCE OF ADVERTISEMENT PLATFORM AND MARKETING COMMUNICATION

Variables		*N*	(%)
Favorite platform	Digital platform	92	96%
	Traditional platform	4	4%
	Total	96	100%
Marketing communication preference	Advertising in social media	80	30%
	Advertising in newspaper, magazine, billboard	10	4%
	Advertising in radio and TV	11	4%
	Discount and voucher	61	23%
	Sponsored events and experiences	8	3%
	Government endorsement in various media	17	6%
	Relation with various merchants and SOE products	19	7%
	Friends and family's invitation	38	14%
	Testimonial in social media	21	8%
	Total	265	100%

Marketing Mix

Product

Currently the product of XYZ is digital payment. Based on questionnaire results, users of XYZ think it has clearly explained the use of its features with 71%. They feel comfortable using the design of XYZ Syariah with 79%.

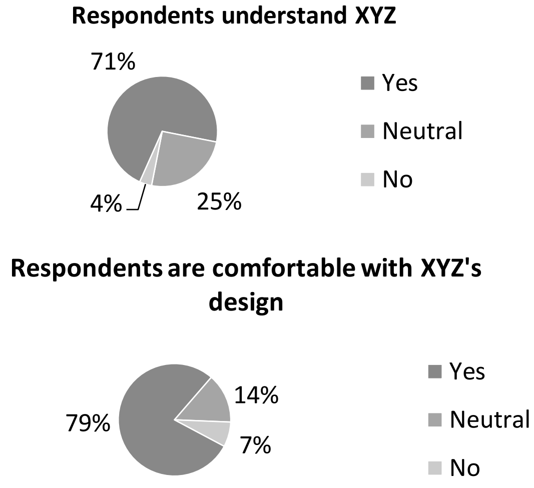
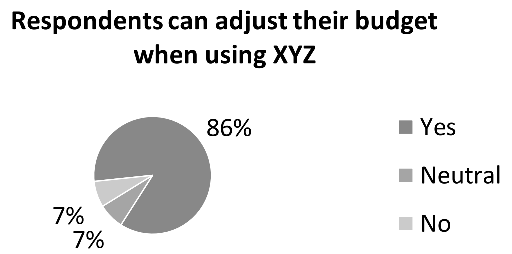


Figure 2. Respondents' Evaluation Related to Product/ Service

Price

The price for using XYZ service for users is that users are not charged for downloading the XYZ application. However, users will be charged for internet data for using the XYZ application. Users will be charged a fee when making a transaction according to the XYZ transaction fee rate.

- The fee for sending money to fellow XYZ users and online transfers between Himbara banks is free, while for transfers to bank accounts with the ATM Bersama network (online transfer between banks) charges a fee of IDR 6,500.00.
- Cash in fees at GraPARI are free of charge, while at Digital Financial Services Partners: up to IDR 1,500.00 per transaction.
- Cash out fees at GraPARI are free of charge, while at Digital Financial Service Partners: up to IDR 5,000.00 per transaction.



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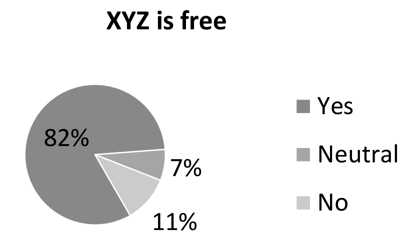

Figure 3. Respondents' Evaluation Related to Price

Based on questionnaire results, XYZ's users think the usage of it can be adjusted according to the budget/ balance they have with 86%. They also think XYZ does not charge a fee for using its services with 82%.

Place

The place for downloading XYZ mobile apps are in the App Store for iOS and in the Play Store for android mobile operating system users. The link to those download channels are placed in various platforms, such as on its official website, social media, paid advertising in various websites, various merchants that cooperate with XYZ, SOE products and services, etc. The advertising is also placed in offline places such as pulse stalls on the side of the road, banner, etc. The market coverage of XYZ and its Syariah Service is all over Indonesia.

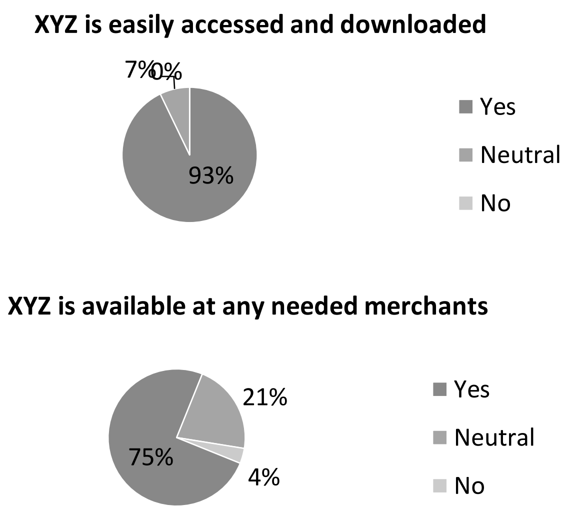

Figure 4. Respondents' Evaluation Related to Place

Based on questionnaire results, XYZ's users think it is easy to access and the XYZ application is easy to download with 89%. They think it can be used at the online payment place they need with 75%. Respondents also find XYZ can be found on their needed online payment places with 75%.

Promotion

XYZ did not classify their marketing to digital or traditional approach but classify it by online, offline and hybrid approach. Based on similarweb.com (2020), XYZ used display advertising from Google Display Network such as in YouTube, Google, Viu, etc. XYZ has a TVC and several social media accounts.

• XYZ Television Commercial (TVC)

XYZ has a TVC (Television Commercial) that is advertised in social media such as YouTube, LinkedIn, Facebook, etc. On January 1, 2021, the TVC had around 5,900 viewers, 95 likes and 29 dislikes on XYZ YouTube channel.

• XYZ Facebook Page

On December 24, 2020 at 10.20 AM, it had 319 followers, 270 likers of the page. The content of facebook page is mainly the same with its instagram content.

• XYZ instagram page

On December 11, 2020 at 5.50 PM, it had 137 posts, 8,615 followers of the page. The first post from this account was in May 2020. Since October 2020, the posts of this account have been posted daily with daily and Islamic religious activity related photographs. The posts generate good feedback from followers.

• XYZ YouTube Channel

On December 24, 2020 at 10 AM, it has 5 posted videos, 35 subscribers of the page. The first post from this account was in September 2020. The videos in this page contain information about XYZ, TVC, and webinars. The videos uploaded from September to November 2020 were watched 40 to 164 times.

• XYZ Public Relations

XYZ uses an online, offline and hybrid approach in conveying its marketing communication through public relations. For online approach, XYZ collaborated with ministries and financial related institutions conducted webinars related to Islamic finance and SME (small medium enterprises) empowerment, the webinars can be seen in the XYZ YouTube channel. The hybrid approach according to the Head of Sharia Unit at XYZ, for example XYZ conducted a seminar, gathered 20 people because of social distancing regulation and the rest of the audience followed the webinar online. XYZ is also supported by various government figures and collaborated with Indonesian regional government to support financial inclusion.

• XYZ's Discounts

XYZ provides discounts that are adapted to sharia regulation. The discount XYZ give is supported by its partners and given to users in a gift (hibah) contract and it is free from usury as it is described in its apps. The gift can be in the forms of mobile pulse, free admin fee from its partners company, exchange points into balance, free coffee, etc., it depends on cooperation between XYZ with its merchant partners.

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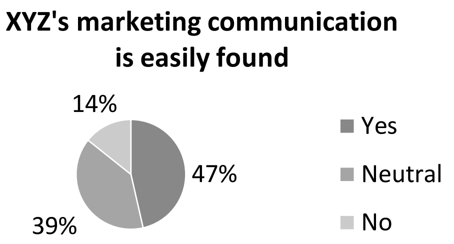

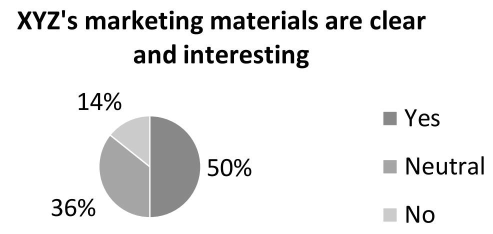

Figure 5. Respondents' Evaluation Related to Promotion

Based on the questionnaire's result, less than a half of XYZ's users think advertisement, event sponsorships, news and testimonials about XYZ are easy to find with 47%. Half of them think the material (advertising) of XYZ is clear and interesting with 50%.

Triangulation Analysis

TABLE 4. TRIANGULATION ANALYSIS

No.	Part	Qualitative Findings	Quantitative Findings	Observation Findings
1.	Awareness	● Do promotion in the targeted market ● Still want to bring the service to get closer with its target market	● Respondents who use XYZ knows from social media and events ● Respondents who interested in XYZ do not have information or see advertising about the service ● Respondents who did not interested to use XYZ mainly because it is not popular yet	● TVC video on YouTube still has minimal viewers and followers ● Promotion in instagram account still have minimal followers

Proposed Marketing Strategy

Marketing strategy is proposed to increase awareness for sharia e-wallet's target users and give a comprehensive marketing strategy using RACE (Reach, Act, Convert, Engage) Marketing Planning Model (Chaffey, 2020).

Reach

Reach's goals for Sharia E-Wallet is to increase brand awareness through digital platforms. The strategy is to make various advertisements in the form of video advertisement and display advertisement and the social media public relations strategy is to gather opinion from selected influencers about Sharia E-Wallet, such as Islamic economy experts and Islamic preachers.

• Video advertisement

This video advertisement is suitable to share on Television, YouTube, Facebook and other social media platforms. Currently XYZ has a TVC. The TVC is up on the YouTube ad, LinkedIn, instagram, Twitter, etc. The TVC has not yet reached its target users, captivated their attention or triggered an audience to share the advertisement. Therefore, the improvement strategy of video advertising is suitable for XYZ. The video also must be shared more often with a wider range of platforms to reach target users in region range.

The strategy for video advertising makes sure the first few seconds captivate attention and sparks the interest of the audience, so they are interested to watch the video rather than to skip them. To make audiences willing to see the video until it finishes, companies can use emotional marketing as a strategy. Emotional marketing has several functions, which are the brand becomes memorable, the ad becomes sharable, it influences purchasing decisions and helps build customer loyalty and produce brand advocates (Genete, 2020). The emotion can be varied such as happy, sad, moved, angry, belonging, etc.

• Display advertisement

Based on questionnaire results, target users of XYZ mainly chose online platforms, also based on IDN Research Institute (2020), millennials get information one of them is from digital platforms such as news websites, blogs, articles, etc. XYZ can use display advertisements to spread awareness of their service. The display advertisement can be placed in the news websites with related articles, the articles are not only about haram or halal but on universal principles (rahmatan lil alamin), also related to Islamic knowledge and halal lifestyle, in Muslim related apps, YouTube related videos. The display advertisement can be in the form of video like video advertising proposed strategy discussed previously, but also can be in the form of picture. The picture must be interesting and capture the target market's attention.

The display advertisement must portray Islamic values and promote XYZ. It can be with interesting pictures or a

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video that can get audiences' attention. When target users feel they are interested or XYZ is suitable for their needs, they will be interested to click on the display advertisement to the landing page because they want to know more about the service.

• Social Media Public Relations

Social media eliminates the walls between members of the public and a brand, shortens the time a company has to react to relevant stories, and blurs the line between marketing and public relations. Social media is a natural fit for public relations and one of many tools businesses can use to protect and promote their reputations (Boitnott, 2017). To reach a larger target audience, XYZ can inform Islamic economy and Islamic preachers about the sharia digital wallet service and try to gather their opinion about the service to share it on social media, and also ask the influencers to post it on their social media accounts. These steps can broaden the service's awareness to respective influencers' audiences that most likely also target users of XYZ.

Act

Act's goals for Sharia E-Wallet can be YouTube subscribers, instagram followers or website visitors. The proposed strategy is using Social Media Marketing in the form of variative and interesting social media posts, social media quiz, create content with islamic economy experts and, online public relations

• Social Media Marketing

a) Variative and Interesting Social Media Contents

Currently XYZ content strategy is by posting good quality photographs related to Islamic religion, human in the village and big cities, profession, etc., with the same format. The content can be added in a more variative format and be more creative, entertaining, has emotional connection and also has Islamic values.

b) Social Media Quizzes

XYZ can make mini quizzes on their social media platforms to trigger more interaction on their social media. Millennials like to connect and are interested in vouchers and bonuses. So it can increase the number of followers in social media.

c) Create Content with Islamic Economy Experts

Creating content with Islamic Economy Experts can increase XYZ brand awareness as well as increase interaction. On social media especially instagram, there is a live feature that can make 2 accounts go live together. XYZ can make live content with influencers related to Islamic economy especially with experts or Islamic preachers to broaden the reach of target users to those influencer's platforms too.

d) Online public relations

Online public relations can encourage positive comments about the services while reducing negative comments. XYZ can be responsive towards audience comments in its social media platform, since millenials like to connect. So, it can increase the interaction of XYZ.

Convert

Sharia E-Wallet goals of Convert can be turned target users to download, activate the sharia service and make transactions in it. The proposed strategies are promotion information on social media and make an activation tutorial video.

• Social Media Marketing Optimization

a) Promotion information

In the Marketing Mix analysis XYZ has several ongoing promotions. These promotions are not yet informed in their social media platforms as in instagram and Twitter accounts. Target users can be attracted to discounts and vouchers that do not contain usury, so, promotion's information is important to announce in social media to attract new potential users.

• Activation Tutorial Video

Currently XYZ has a tutorial video of sharia service activation on its instagram account's. The video contains information on how to activate XYZ in its app. To be able to catch more target users' attention, XYZ can make tutorial a video with more relatable communication of its target market. Target users of XYZ are Muslim millennials who are creative, confident and connected, XYZ can adjust communication of tutorial video to that. The video also can posted in their YouTube channel.

Engage

Sharia E-Wallet's proposal goal of Engage is repeat transactions of first time users. The proposed strategies are content marketing, on app points and rewards, and Year-in-Review.

• Make Engaging Content Marketing

Content marketing has the ability to attract an organic audience. Content marketing that suggested to XYZ is content that is relatable with current issues and engaging for its target users. Emotional marketing has several functions, which are the brand becomes memorable, the ad becomes sharable, it influences purchasing decisions and helps build customer loyalty and produce brand advocates (Genete, 2020). XYZ can make selected issues related to digital economy and Islamic topics, such as Eid Al-Adha, Eid Al-Fitr, perspective of Islamic economy.

• On app points and rewards

On app points and promotion is suitable to engage users motivated to make other transactions with XYZ service. According to Fogg Behavioral Model (2020), users are more likely to perform the desired behavior if the app provides them with relevant, actionable triggers in context. The point is on the app also to increase customer loyalty. The point can be obtained by repeated application transaction usage and referral rewards.

• Year-in-review

The modern users love data, they want to know about their activities. Year in Review can drive sharing, build the brand and drive engagement. Companies can also use year in review campaigns as an opportunity to generate buzz, and reinforce their position in the market for their fans. Companies utilizing this type of campaign also look to drive users to engage with their service. Essentially, driving engagement makes a product stickier with users (Gomes, 2014). XYZ service can make Year-in-Review of users activity such as the most used transaction payments, total promotion gains, total top up amount, etc.

V. CONCLUSION

XYZ is a Sharia E-Wallet that has already launched in less than a year. XYZ already started its marketing initiation, but in the field, there are target markets in Jabodetabek and Bandung areas that still did not know about XYZ digital wallet service in its mobile-application. To address this problem, it is so important to XYZ to develop a more effective marketing strategy for its sharia digital wallet service, therefore the target users aware, want to try the service and engage with the service.

The proposed marketing strategy for XYZ as a Sharia E-Wallet is using RACE (Reach, Act, Convert, and Engage) marketing planning model. The first one is Reach. Reach's goal for Sharia E-Wallet is to increase brand awareness through digital platforms. The strategy is to make various advertisements in the form of video advertisement and display advertisement. The social media public relations strategy is to gather opinion from selected influencers about Sharia E-Wallet such as Islamic economy experts and Islamic preachers.

Act's goals for Sharia E-Wallet can be YouTube subscribers, instagram followers or website visitors. The proposed strategy is using Social Media Marketing in the form of variative and interesting social media posts, social media quiz, create social media content with Islamic economy experts and, online public relations such as responding to comments in social media platforms.

Sharia E-Wallet goals of Convert can be turned target users to download, activate the sharia service and make transactions in it. The proposed strategies are apps by announcing promotion information on social media and make an activation tutorial video in Youtube and Instagram .

Sharia E-Wallet's proposal goal of Engage is repeat transactions of first time users. The proposed strategies are creating engaging content marketing in special times such as in Islamic big holiday. On app points and rewards for repeated application transaction usage and referral rewards. Year-in-Review such as the most used transaction payments, total promotion gains, total top-up amount, etc.

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