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*"Sustainable Development in Developing Country
for Facing Industrial Revolution 4.0"*

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...nd that overall Teachers' Instructional Practices were at high levels. 100% of the rural ...ools performed below the national average score expected for secondary schools which was ...9 in 2018. A significant relationship was indicated between teachers' instructional practices ... rural secondary school which are public performance. The multiple regression showed that ... of the three dimensions, Instructional Strategies was the dimension that contributed the ...st to the school performance. Recommendations were made to improve teachers' ...ructional practices.

...e Using of Facebook in Malaysia's 14th General Election: An Analysis of ...VOKE

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...ywords: Facebook, Barisan Nasional, General Election, Pakatan Harapan.

...e Barisan Nasional coalition had dominated Malaysian election for more than 60 years. Most ...he time, the coalition party were able to have majority to form the government. However, ...risan Nasional had lost their powers to Pakatan Harapan coalition during 14th election in ...r 2018. The usage of social media such as Facebook may influence the result of the election. ...erefore, the purpose of this paper is to discuss the using of Facebook as platform for political ...mpaign in Malaysian 14th general election by using of INVOKE Facebook as a discussion ...e. This paper uses secondary data such as books, journals, social media and research reports. ...ormation from secondary data is analyzed by using content analysis method and thematically ...cussed. This paper argues that Facebook is the effective medium to get support from the ...ople in 14th general election. This is due to two factors, first, Facebook had easier and ...atest platform to reach among potential voters and it can be targeted very specifically to ...rs' locations, demographics and interests. Second, via Facebook, peoples had discussed ...ious scandals that happened during Najib Razak's premiership as Prime Minister during ...y 2013 until May 2018. One of the popular Facebook account during 14th general election ...mpaign is INVOKE Facebook, the volunteer organization that supported Pakatan Harapan ...didates.

...veloping Interactive Multimedia Learning for Teaching Integral Calculus ...College

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...ywords: Design Research, Interactive Multimedia Learning, Integral Calculus.

This research aims to develop interactive multimedia learning in the form of Compact Disk by using Macromedia Flash Professional for teaching Integral Calculus in College. This research refers to the development model of ADDIE (Analysis, Design, Development, Implementation and Evaluation). The research's subject is students of mathematics department UIN Imam Bonjol Padang, Indonesia. Data were collected through observations, interviews, checklist, videotaping, and analyzing the students' works. The interactive multimedia learning was validated by experts in mathematics education and multimedia to meet the criteria of validity (relevance and consistence). The interactive multimedia learning was implemented and evaluated trough one-to- one and small group evaluation before it was tried out in a field test. The results showed that the interactive multimedia learning worked as intended in the classroom. Based on the results obtained, it can be concluded that the interactive multimedia learning is valid, practical and effective.

The Fourth Industrial Revolution Based Innovation for Information and Communication Technology Based Teaching

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Keywords: The Fourth Industrial Revolution, Information and Communication Technology, Critical and Creative Thinking Ability.

As we move into the Fourth Industrial Revolution Era, due to the massive development of the newest digital technology, our world is now so complex, interconnected, borderless and dramatically unpredictable. The demand from the borderless world is that critical and creative thinking skills are required for excellent communication, direct or indirect, real or virtual. The huge flow of information, which is so tremendous in the integrated system of globalized world, should be analyzed and synthesized carefully for the advancement of education and science. Information and knowledge in this era can be accessed through various mobile devices, using various available software and put in cloud computation storage easily. Place is no longer a barrier, as information and knowledge can be accessed under expanded networking services, from almost anywhere by almost any means. Information and communication technology-based teaching (ICT-based teaching), which covers digital and mobile learning, should be used as it is so important for students' life and career, and can give them critical and creative mathematical thinking abilities for selecting, classifying, analyzing and interpreting data and information. In this paper, ICT-based teaching under interdisciplinary theme will be discussed, based on the challenge and demand in the Fourth Industrial Revolution Era.

Islamic Marketing Management Information System Model

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In various literature, the marketing information system model has been defined in various forms such as McLeod and Schell (2007), O'Brien and Marakas (2011) and Kotler and Armstrong (2014). But no one has looked at the Islamic perspective regarding marketing management information systems. This study purporse discuss the marketing management information system mode an Islamic perspective where every aspect of information is included in Islamic values. This paper can be used as a development literature in the field of management information systems. The results of this study found that inputs in marketing management information systems consist of Maximizing Value Information Systems, Market Information Systems and marketing research. While output produces a sharia marketing system consisting of products, values, promotions and places or distribution. The concept of Islamic marketing management information systems is based on the theory of Maqāṣid Syarī'ah. This theory comes from the Qur'an and hadith.

Islamic Marketing Management Information System Model

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Abstract: In various literature, the marketing information system model has been defined in various forms such as McLeod and Schell (2007), O'Brien and Marakas (2011) and Kotler and Armstrong (2014). But no one has looked at the Islamic perspective regarding marketing management information systems. This study purpose discuss the marketing management information system mode an Islamic perspective where every aspect of information is included in Islamic values. This paper can be used as a development literature in the field of management information systems. The results of this study found that inputs in marketing management information systems consist of Maximizing Value Information Systems, Market Information Systems and marketing research. While output produces a sharia marketing system consisting of products, values, promotions and places or distribution. The concept of Islamic marketing management information systems is based on the theory of Maqāṣid Syarī'ah. This theory comes from the Qur'an and hadith.

1 INTRODUCTION

Information marketing is an important problem in business, consequently managing information marketing requires a marketing information system (Hajiheydari et.al, 2018). In the literature, marketing information systems have been defined in various forms such as McLeod and Schell (2007), O'Brien and Marakas (2011) and Kotler & Armstrong (2014). But no one has looked at the Islamic perspective regarding marketing management information systems. The concept Islamic marketing management information systems is based on the theory of *Maqāṣid Sharī'a*. This theory comes from the Qur'an and hadith. In this theory explains the emphasis to prosperity of human life in the world and in the hereafter based on the balance of the goal of getting heaven and the blessing of *Allah Ta'ala* with the aim of obtaining momentary satisfaction namely the satisfaction of life in the world alone. Thus marketing management information systems must be based on Islamic sharia values.

Marketing information systems is a computer-based system that works together with other functional information systems to support company management in solving problems related to the marketing of company products (McLeod & Schell, 2007). Marketing information systems utilize information technology to support the main components of the marketing function (O'Brien & Marakas, 2011). Marketing information systems consist of various components to provide accurate and accurate information to marketing decision makers (Kotler & Keller, 2006).

Based on the explanation above, it can be concluded that the marketing information system is an information system that supports various marketing activities in a company by utilizing information technology to provide the information needed regarding product marketing to those who need that information to achieve certain goals. Marketing information systems provide information for sales, sales promotions, price, marketing activities, market research activities and others related to marketing. The function of business marketing is related to the planning, promotion, and sale of products that are in the market today, and the development of new products and markets to better attract potential consumers and maintain relationships with current customers (O'Brien & Marakas, 2011).

Information needed by marketing managers can be obtained through marketing information systems which are basically a collection of sub-systems that are interconnected with each other and cooperate harmoniously to achieve a goal of processing data related to marketing problems into information marketing needed by marketing management when making decisions in order to carry out its functions. Support provided by Information Technology-based information systems as shown in Figure 1 below.
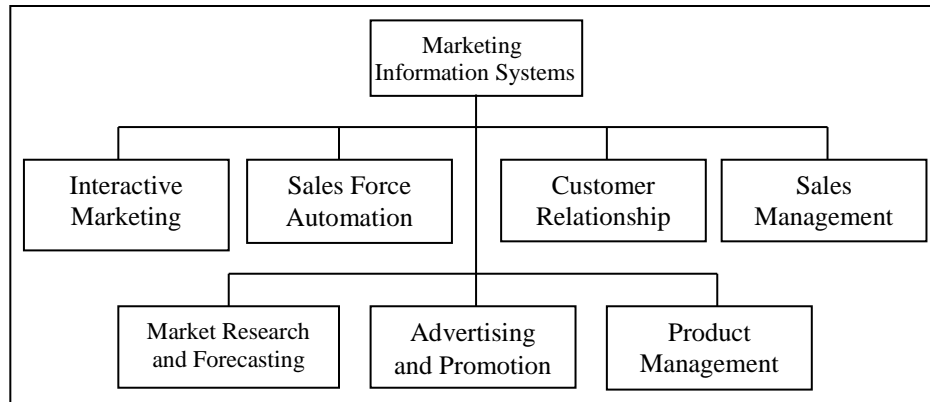

Figure 1. Marketing information system supports the main components of the marketing function
Source: O'Brien and Marakas (2011)

Kotler describes the relationship between marketing information systems, the environment and marketing executives as information users. While Mc. Leod describes it in the form of another structure with an emphasis on aspects of information technology as shown in the following Figure 2.
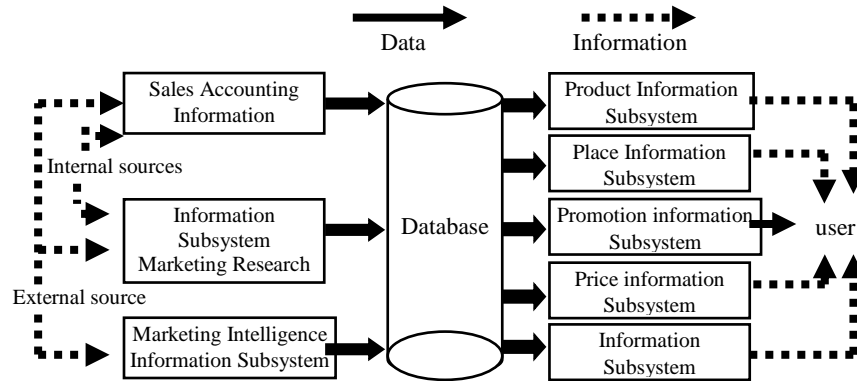

Figure 2. Marketing information system supports the main components of the marketing function
Source: Mc.Leod and Schell (2007)

Based on the picture above, marketing information systems can consist of sales accounting information systems, marketing intelligence information systems and marketing research information systems which are marketing input systems and reporting systems (Products, prices, promotions and places) and integration of all of them called marketing mixes.

The model above shows a conventional perspective marketing management information system model. Both of these models have limitations on not including Islamic values in all aspects of information. This paper aims to discuss the marketing management information system model according to an Islamic perspective where every aspect of information is included in Islamic values. This paper is expected to

be used as a development literature in the field of management information systems.

2 LITERATURE REVIEW

The concept of Islamic marketing gives a situation that indicates the development of Islamic marketing for humans in the future. To achieve the concept of Islamic marketing, an information system is needed that can maximize value by providing clear and honest data so as to produce information relating to the problem of how to maximize marketing value to achieve the welfare of human life both in the world and in the hereafter. The concept of Islamic marketing is the process of identifying and implementing a strategy of value maximization carried out by the company in order to work according to the guidelines and guidelines given in the al-Qur'ān and as-Sunnah.

Cox and Good in 1967 using the terminology of marketing information system for the first time (Cox & Good, 1967). However, applying the computer in marketing was first proposed by Kotlerin 1966. Nervous system marketing is the name of the marketing system first proposed by Kotler.He has explained how a firm can use a computer system for supporting marketing activities. Afterwards this concept gain lots of respect from other researchers which studied about marketing information systems. All studies about marketing information systems concluded a model in which the concept of system referred to a tool for changing input to output. In these models, marketing management has been a controlling and feedback unit and used the output for organization's marketing activities and sell operations. Some of these conceptual models are explained in continuing.

Marketing information systems is a decision support system which must have marketing mix sub-systems. These sub-systems can be used by marketing managers for answering critical questions about marketing plans (Montgomery & Urban, 1970) and (Crissy & Mossman, 1977). King and Cleland in 1974 have identified the marketing strategic planning as the most important marketing information system value (King & Cleland, 1974). Planning and developing product, pricing, distributing and promotion strategies are sub-systems for a marketing information system which proposed by Brien and Stafford in 1968.

Moreover, they explained the usefulness of a marketing information system for planning and developing marketing plans (Brien & Stafford, 1968). Tull and Hawkins in 1993 have defined marketing information system as a producer, keeper and distributor of information for marketing managers (Tull & Hawkins, 1993).

In addition, the marketing information system can be defined as the structural composition of people, machines and processes, which are applied to the flow of information from internal and external sources. This information flow will be applied to decision making (O'Brien, 1998). Boone and Kurtz in 2007 has introduced a marketing information system as a computer-based system that has a steady flow of information to the marketing manager (Boone & Kurtz, 2007).

Furthermore, jobber in 2007 to define the marketing information system as a system in which the official marketing data collected, stored, analyzed, and distributed to managers at according to their information needs on a regular basis (Jobber, 2007). Besides Kotler and Keller 2006 has defined marketing information systems more widely as people, equipment, and procedures to gather, sort, analyze, evaluate, and distribute the information needed, timely, and accurate information to decision makers marketing (Kotler & Keller, 2006).

At present, the marketing information system is very important as a tool that uses data and marketing information to support decision making in the field of marketing (Li, Raymond McLeod, & Rogers, 2001), (Ying & Peters, 2011) and (Hess, Rubin, & West, 2004). In addition, this decision is usually to design marketing campaigns and promotions (Lin & Hong, 2009) and (Lee, Lee, & Park, 2009).

3 RESEARCH METHOD

In this section, two research methods of this article would be described. These two research methods are design sciences which are applied for a developing framework of information systems of perspective of Islamic and content analysis, which is used for analyzing content and deriving knowledge from it.

4 RESULT AND DISCUSSION

The values of marketing relations in an Islamic perspective are different from the values that have been built up in conventional marketing theory. The form of service that is based on philosophical values of sharia that has a transcendental relationship, where these values are guided by *Wahyu Allah*, which have not yet been reached in conventional marketing theory, will provide two dimensions of relationship values, namely vertical and horizontal relations (*habl min-Allah wa habl min naas*)

Judging from the dimensions of horizontal relations have two influences: first, the relationship between customers and marketing, where customers will feel satisfied with the services provided by marketers of universities through gentle attitudes and behavior, generous and prioritizing customers (*Itsar*). If the customer is satisfied, it will create and increase customer loyalty, so that a long-term relationship between the customer and the marketer is built individually and then will be satisfied with the institution; second, creating a harmonious relationship between individual marketers so as to create a cool and peaceful atmosphere; third, the first and second influences in a sirrullah (something that is not able to be reached by logic) will foster customer sympathy towards marketers and companies.

The second dimension, is the vertical relationship to *Allah Ta'ala*, that the behavior of marketers guided by Islamic values originating from the Qur'an and as-Sunnah will realize that every service provided to customers is based on worship and is solely hoping for the pleasure of Allah SWT. Thus, you will avoid the arrogant / arrogant, arrogant and selfish attitude, because realizing that everything that is done in the world will be accountable before *Allah Ta'ala*. The righteous deeds will get heaven's reward and vice versa as a consequence of evil deeds is the torment of hell.

Figure 3, we provide an Islamic marketing management information system model. this model different from the model of conventional marketing management information system being addressed by McLeod and Schell (2007), O'Brien and Maracas (2011) and Kotler and Armstrong (2014).
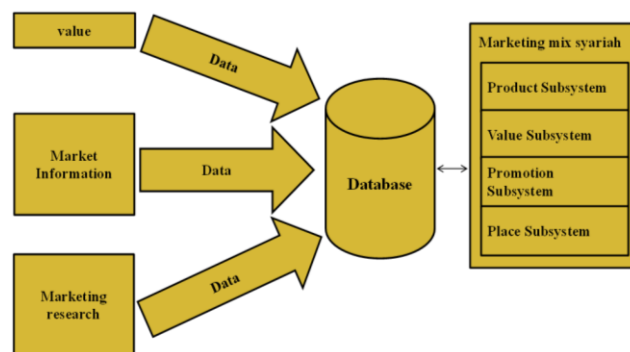

Figure 3. Islamic marketing management information system model

4.1 Marketing Information Systems Have Three Input Subsystems (Figure 3)

4.1.1 Information Systems Maximize Value

The concept of Islamic marketing emphasizes the aspect of value maximization by way of honesty and justice which aims to provide a way of working the company to work according to the guidance of the al-Qur'an and as-Sunnah, as the Prophet did in doing business including delivering honest, complete and clear information in marketing products sold. This is what distinguishes the conventional marketing concept approach based on conventional ethical theory where the benchmarks of right or wrong are based on reason.

4.1.2 Market Information System

The market information system provides detailed data and information relating to the behavior and problems of the place where the marketing of products to be

sold, including consumer interests, is known to be a profitable product to market. Market information systems are very important to know because they relate to consumers who will buy products that will be marketed so that the products sold can be sold in the market entered.

By knowing market information, it will enable consumers to get customer satisfaction. Customer satisfaction in the Islamic marketing perspective is based on Islamic sharia guidance, namely the Qur'an and as-sunnah. Customer satisfaction in an Islamic perspective is closely related to needs, desires, beliefs, benefits, blessings, beliefs and halalness. Customer satisfaction by providing the best service that is in accordance with the concept of Islamic marketing, in the Islamic perspective has provided a service concept that will be able to provide customer satisfaction such as being gentle, generous, and prioritizing the customer when trading.

4.1.3 Marketing research

This subsystem provides facilities to design, collect, analyze, and report data on research results in the field of marketing systematically. The data collected in this subsystem are of two types, namely primary data (obtained from the distribution of questionnaires, surveys and observations) and secondary data (obtained from internal sources such as income statements, balance sheets, statistical reports, reference books and journal publications).

There are several ways to do this marketing intelligence, there are: 1), the marketing manager does it himself by reading references, by interviewing or direct interviews with customers, intermediaries, or anyone related; 2) buying information from outside; 3) work with intermediaries to convey the information needed; 4) establish marketing information centers to collect and distribute marketing information.

4.2 Output Marketing Information System

4.2.1 Products

If viewed from an Islamic perspective, it has certain specific limitations regarding product definition. In Islamic syari'ah there are 6 things that need to be fulfilled when offering a product:
- Products sold are needed by everyone;

- Products offered have clarity of goods, clarity of size or size, clarity of composition and use of good materials;
- Products sold are not damaged and defective;
- Products that are traded are halal products;
- Products sold do not contain gharar and fraud;
- Products sold do not mix low quality with good ones.

4.2.2 Value

The value contained in a product is divided into two, namely, first the price is materially valued by the money from the product sold. The two non-material values of the product because they are rewarded by *Allah Ta'ala* because they can help people with the products sold. For example, the business of selling drugs would be able to help people as intermediaries to cure their illnesses.

The definition of price is the amount of money that will be spent to obtain or enjoy an item or service. More broadly, price is the overall value exchanged by consumers to benefit from ownership of a product or service. In the Islamic concept a pemilis can set the price for a product or service. However, in pricing, prices may not be too high so they can burden consumers.

Determining prices may not use methods that can harm other business people. Islam certainly allows traders to take advantage. Because the essence of trading is to look for profit. However, to take advantage of it, do not overdo it. Because, if the price set is a fair price, then the trader will definitely excel in quantity. In other words, getting a lot of profits from the number of items sold, the more visible the blessings of the fortune. In the process of pricing, Islam also views that prices must be adjusted to the conditions of goods sold. *Rasulullah* sells products at prices that can be absorbed by the market.

At one point, the Prophet was angry when he saw a merchant hiding wet corn under dry corn, then the merchant sold it at a high price. In a hadith the Prophet said: "Why don't you put the wetness on the food, so that people can know the situation. Whoever deceives, then he is not in our class" (HR. Muslim).

The above hadith indicates that if the item is good, it is only natural that the price is expensive. But if the item is of poor quality, it is naturally sold at a low price. The Prophet Muhammad also taught how to set a good price. Good items are sold at good prices. And

lower quality goods are sold at lower prices. Not necessarily bad items are sold at high prices.

Rasulullah also forbade false demand. *Najasy* transactions are prohibited because the seller tells someone else to praise the item or bid at a high price so that other people are interested in buying. In fact, the bidder himself did not intend to actually buy the item. He just wants to cheat other people who really want to buy.

Previously, this person had made an agreement with the seller to buy at a high price so that there was a real buyer at a high price with the intention to be deceived. The result is a false demand.

4.2.3 Promotion

Promotion is a tool used by companies to inform, persuade and remind consumers directly or indirectly about the products and brands they sell in the hope that they buy the product. One of the promotions is through advertising. the purpose of promotion in the form of advertising is to focus on informing, informing consumers or prospective consumers about the advantages of the product being sold.

Another purpose of promotion is to inform potential consumers of the current changes, the quality and the existence of products or services to develop attitudes towards products, brands or companies while at the same time reminding consumers about product excellence.

Marketers need to consider several factors in creating and delivering messages that are effective in promotion. These factors include, restrictions on the type of media used, the ability to promote certain products, the image of advertising, social groups and government regulations.

Every message delivered in a promotion will offer two things, namely the reason for buying (through advertising) and the incentive to buy (through a sales promotion). In conventional marketing, promotion does not directly relate to religious values that govern every process in promotion in accordance with the rules of Islamic religion.

All messages in advertising that follow the teachings of Islam will spread good morals, like women with proper behavior and clothing. So that that assumes the message acts as a positive contribution such as honesty and advice for the family and society as a whole. Advertising marketers or producers in the Muslim world will benefit by improving and understanding Islamic values. Thus, prospective Muslim buyers will feel emotional connection. Prospective non-Muslim buyers may also feel more confident with the product because of the good and generally accepted universal values that Islam can show as a religion that is *rahmatan lil alamin.*

4.2.4 Place or distribution

Distribution is a variety of activities carried out by the company to make its products easily available and available to target consumers by marketing these products. Distribution includes the types of relationships, intermediaries, storage, location and transportation. A Muslim businessman will not commit acts of tyranny against other competitors, bribes to smooth out his market channels and other acts of machevialis. In determining place or distribution channels, Islamic companies must prioritize places that are in accordance with the target market, so that they can be effective and efficient. So in essence, in determining the marketing-mix must be based on the principles of justice and honesty. The difference between an Islamic and non-Islamic business lies in the operational rules that make halal and haram, so care must be taken in carrying out the strategy.

In an Islamic perspective, more emphasis is on the closeness of the company to the market. This is to avoid any interception of goods before reaching the market. In a Hadith mentioned. Which means: "Ibn Umar said, Indeed the Prophet forbade someone to intercept merchandise before arriving at the market" (HR. Muslim).

The hadith above shows that the shorter the marketing channel to the market, the better. So that there were no unilateral transactions from speculators.

The purpose or function of distribution is to accelerate the arrival of goods in the hands of consumers or markets at the right time. Distribution policy must at least meet three criteria. First, the accuracy and speed of time arrives in the hands of consumers. Second, the security of goods or products from damage. The three means of competition in providing speed and accuracy meet consumer needs.

5 CONCLUSION

In the literature, marketing information systems have been defined in various forms such as McLeod and Schell (2007), O'Brien and Marakas (2011) and Kotler & Armstrong (2014). But no one has looked at the Islamic perspective regarding marketing management information systems. This study purporse discuss the marketing management information system model an Islamic perspective where every aspect of information is included in Islamic values. This paper is expected to be used as a development literature in the field of management information systems. The concept of Islamic marketing emphasizes the aspect of value maximization by way of honesty and justice which aims to provide a way of working the company to work according to the guidance of the Qur'an and hadith, as the Prophet did in doing business including delivering honest, complete and clear information in marketing products. The results of this study found that input in marketing management information systems consists of Maximizing Value Information Systems, Market Information Systems and marketing research . While output produces a syaroah marketing system consisting of products, values, promotions and places or distribution. The concept of Islamic marketing management information systems is based on the theory of *Maqāṣid Sharī'a*. This theory comes from the Qur'an and hadith.

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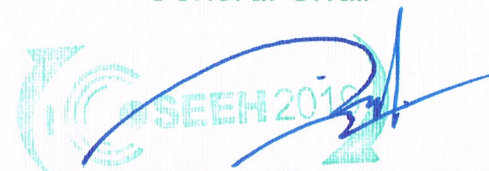
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