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Unlocking the Potential: Exploring Digital Social Marketing Technology in the Realm of Islamic Business Ethics

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ABSTRACT

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Digitalization has rapidly permeated various fields in today's era, with marketing being a prominent recipient of its transformative effects. The business landscape has witnessed a pronounced inclination towards ventures that are grounded in digital marketing. It captures the interest of diverse market segments, including both business entities and the general public. This research endeavors to examine the alignment of digital marketing practices with Islamic business ethics. Employing a qualitative research methodology with a descriptive analytical approach, this study gathered the data through a comprehensive review of relevant documentation. The study focuses on digital social marketing technologies employed on social media platforms and marketplaces as primary samples. Findings reveal that the application of digital marketing in the Indonesian context falls short of complete compliance with Sharia principles. Despite this, certain marketing processes do exhibit adherence to aspects of Islamic business ethics. Notably, emphasis within this context tends to be more pronounced in elements related to products and promotional media.

Keywords; Digital Marketing, Social media, Marketplace, Islamic Business Ethics

Introduction

The emergence of "Digital Marketing" is a transformative phenomenon that has often been labeled as obsolete in contemporary society. However, its impact transcends generational categorizations which proves to be indispensable for all businesses scales. Numerous studies (Faruk, Rahman, and Hasan 2021)(Campbell and Price 2021)(Subriadi and Baturohmah 2022) underscore the substantial benefits that can be reaped by businesses, regardless of their size, through the adoption of digital marketing strategies. This dynamic approach harnesses the evolving technological facilities, acknowledging the potential risks, and highlighting the positive facets. Notably, such a positive aspect is resulted from the establishment of direct connections between sellers and customers across various distances. The continuous evolution of this digital marketing system signifies its success in introducing groundbreaking technological advancements. These innovations, in turn, play a pivotal role in attracting a broader consumer base. To some extent, it may enhance the growth trajectory of businesses across diverse sectors.

While the phrase "Digital Marketing" was officially coined in the 1990s, its practical application commenced in the mid-1980s when the "Soft Ad Group," presently known as "Channel Net," initiated pioneering advertising campaigns for automotive companies. The evolution of this concept took a significant leap in sophistication during the periods of 2000 and 2010. This progress coincided with the exponential enhancement of device capabilities to access digital media at any given time and contribute to the monumental growth of this terminology. Noteworthy scholarly contributions such as (Mudaliar and Chava 2018)(Ratten 2022) further illuminate the multifaceted journey of "Digital Marketing" from its early origins to its contemporary significance.

The evolution from traditional marketing practices to the contemporary digital marketing system, also known as Marketing 4.0, signifies a transformative shift (Kotler, Kartajaya, and Setiawan 2017a). Marketing 4.0 is not confined by scale and extends its reach from micro-businesses, including those without physical storefronts, to macro-scale enterprises. It has made its presence felt anytime and anywhere. Recent challenges, such as the impact of the Covid-19 pandemic and the emergence of new variants like Omicron, prompted governmental responses that necessitated remote work or working from home (WFH) for all professionals and entrepreneurs. This shift further underscores the adaptability and ubiquity of the Marketing 4.0 framework in addressing the dynamic needs of businesses in diverse circumstances.

The government's deployment of this expansive system has played a pivotal role in catalyzing a sustained surge in internet usage. Concurrently, this surge presents a strategic opportunity for entrepreneurs to expand the scope of their businesses through digital media marketing, which is commonly referred to as digital marketing. This trend is underscored by insights from a 2021 report by 'We Are Social', as documented by Riyanto (Riyanto 2021). The report serves as a testament to the growing significance of digital marketing in leveraging the increased prevalence of internet usage for business development.



Figure 1. Internet Usage Data in Indonesia in 2021

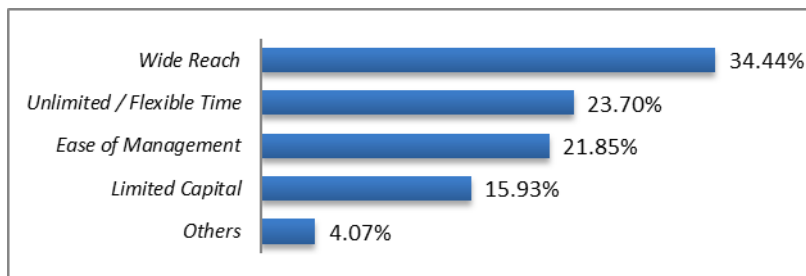
The presented data highlights that the average internet usage in Indonesia encompasses a substantial 202.6 million individuals, translating to approximately 73.7% or three-quarters of the Indonesian population that are engaged with the internet. This statistic underscores a significant potential for digital marketing promotions. Notably, the evidence suggests that around 60% of this internet-using demographic actively participates in social media platforms. The majority among them leverage their social media accounts as a conduit for advertising, as substantiated by the following data:



Figure 2. Facebook and Instagram Usage Data in 2021

Challenges in the realm of digital marketing are pervasive among business circles, in which entrepreneurs actively vying to digitize their operations in pursuit of heightened profitability. Concurrently, consumers echo a similar sentiment, expressing a preference for online business activities to streamline and economize their time. The ensuing graph provides a visual elucidation of the compelling factors that impel business professionals toward the digital transition:

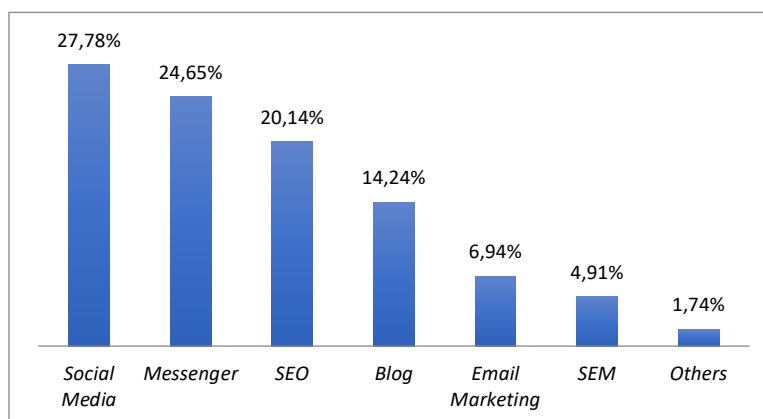
Table 1. Business Actors' Views on Digital Business



Source: Business Online Survey Report, 2021 (Fauziyyah 2021)

The depicted graph underscores a widespread acknowledgment that online businesses possess the capability to access a broad market. Participants in online business operations benefit from the absence of temporal constraints, enabling them to conduct transactions at any hour. This flexibility is complemented by streamlined business management processes that allow efficient operations. Moreover, the liberating aspect of online business is evident in the freedom from capital constraints, while enabling entrepreneurs to engage in various business endeavors without the traditional financial burdens associated with brick-and-mortar establishments. Subsequently, we will delve into an examination of the most effective channels for conducting online business:

Table 2. The Most Effective Digital Marketing Channels



Source: *Business Online Owner Survey Report, 2021* (Fauziyyah 2021)

The presented graph highlights the pervasive use of social media platforms which surpasses other alternatives in popularity. This observation aligns seamlessly with the focus of this research, which places a particular emphasis on investigations rooted in social media dynamics. Social media emerges as a pivotal element in the realm of digital marketing. It often serves as the inaugural phase in the transformation from conventional storefronts to digital platforms (Kurniawan 2021a). Notably, the content factor within social media plays a crucial role in shaping purchasing decisions. This sentiment is supported by a research conducted by Candra Irawan in 2019. Further reinforcing this notion, Ahmad, Musa, and Harun assert that marketing strategies centered on social media contribute significantly to brand health (Ahmad, Musa, and Harun 2016).

This motivation propels researchers to delve into the examination of digital social marketing technology within the context of Islamic Business Ethics. Their intent is to gain a comprehensive understanding, discuss, and substantiate business concepts rooted in digital marketing mediums through the lens of Islamic Business Ethics. Several studies have already indicated that digital media holds the potential to enhance the effectiveness and efficiency of marketing systems. For instance, Hidayah's research highlights the direct interaction capabilities enabled by digital marketing (Hidayah 2018). It has even broken down geographical barriers and boosting sales (Febriyantoro and Arisandi 2018). Moreover, it facilitates consumer decision-making and shopping planning, as exemplified in studies by Lans, Pieters, and Wedel (Lans, Pieters, and Wedel 2021) and Hovy, Melumad, and Inman (Hovy, Melumad, and Inman 2021). The consensus is that such approaches are not only beneficial for businesses but also inherently cost-effective, as demonstrated by the findings in Kurniawan's research in 2021 (Kurniawan 2021b).

Venturing into the business realm is often touted as a commendable avenue for supplementing income. The key to establishing a thriving business lies in adeptly harnessing available resources, in which digital social marketing standing out as a crucial tool. In fact, the wisdom of Rasulullah Saw. echoes this sentiment, emphasizing the significance of commerce by stating that nine out of ten doors of sustenance open through trade (Ghazali 2007). This profound insight suggests that engaging in commerce not only has the potential to bolster one's material well-being but also holds spiritual merit, with the doors of heaven envisioned to open through ethical and Quran-compliant trade practices, as affirmed by Allah SWT.:

الَّذِينَ يَأْكُلُونَ الرِّبَا لَا يَقُومُونَ إِلَّا كَمَا يَقُومُ الَّذِي يَتَخَبَّطُهُ الشَّيْطَانُ مِنَ الْمَسِّ ذَلِكَ بِأَنَّهُمْ قَالُوا إِنَّمَا الْبَيْعُ مِثْلُ الرِّبَا وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا فَمَنْ جَاءَهُ مَوْعِظَةٌ مِنْ رَبِّهِ فَانْتَهَى فَلَهُ مَا سَلَفَ وَأَمْرُهُ إِلَى اللَّهِ وَمَنْ عَادَ فَأُولَئِكَ أَصْحَابُ النَّارِ هُمْ فِيهَا خَالِدُونَ ٢٧٥

Meaning:

“Those who consume interest cannot stand [on the Day of Resurrection] except as one stands who is being beaten by Satan into insanity. That is because they say, “Trade is [just] like interest.” But Allah has permitted trade and has forbidden interest. So whoever has received an admonition from his Lord and desists may have what is past, and his affair rests with Allah. But whoever returns to [dealing in interest or usury] - those are the companions of the Fire; they will abide eternally therein.” [QS. Al-Baqarah: 275] (Anon 2013)

The mentioned verse elucidates that Allah SWT permits transactions that involve buying and selling while expressly prohibits what is termed as *riba* (usury). The legality of buying and selling is contingent upon adherence to Sharia guidelines. It should be ensured that the nature of the product, its price, and the promotional methods do not transgress the stipulations set forth. The pivotal principle in Sharia-compliant commerce underscores that the business operations should adhere to ethical standards, halal legal status, as well as emphasize the virtue of conducting business in accordance with Islamic principles.

Embarking on a Sharia-compliant business journey often entails encountering hurdles in its progression. However, the remedy for overcoming these challenges lies in embracing a digital business model or employing digital marketing strategies. This concept serves as the foundational step toward crafting a marketing system in alignment with Sharia principles. It ensures that those who embrace digital business practices garner the blessings and favor of Allah SWT. Despite the prevalence of conventional channels and websites in everyday life, the prospect of cultivating Sharia-based marketing platforms remains feasible within the realm of digital marketing. This is because the essence of digital marketing presents an opportunity for the development of a Sharia-centric marketing system, which is characterized by time flexibility, cost-effectiveness, and expansive reach. Motivated by these considerations, the researchers seek to delve into an in-depth exploration of Islamic Business Ethics aspects related to the circulating concept of digital social marketing technology in Indonesia.

Literature Review

Philip Kotler defines marketing as the organizational objective of establishing continuous connections with consumers by understanding their needs and desires. This understanding enables the development of products tailored to meet these needs, while facilitating the creation of communication programs that articulate the organization's objectives (Stokes and The Minds of Quirk 2013). Despite the fact that marketing has been evolving into a scientific discipline, its status as a strategic business discipline only emerged in the 1950s when marketing activities began to play a pivotal role in the success of enterprises. Achieving success in business necessitates a thorough analysis of various market conditions. However, several key elements must be prioritized to ensure effective business operations, including:

“If you don't let other people know about your business, then your business won't last long.” (Ryan 2014)

As well as the guidance of Allah SWT, expressed as:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ٢٩

Meaning:

“O you who have believed, do not consume one another's wealth unjustly but only [in lawful] business by mutual consent. And do not kill yourselves [or one another]. Indeed, Allah is to you ever Merciful.” [QS. An-nisa': 29](Anon 2013)

Over the course of time, contemporary businesses are inherently intertwined with digital innovation. In the marketing realm, digital innovation denotes the infusion of

technological interventions in promoting products or services to engage with the consumer community effectively. Strategies encompass various technological facets, such as the utilization of smartphones through diverse social media platforms like Facebook, Instagram, WhatsApp Broadcast, TikTok, and Twitter. It is crucial to emphasize that digital transformation transcends a mere technological adoption. Rather, it hinges on how entrepreneurs strategically leverage technology, as it has been highlighted by different number of scholars (Charlesworth 2018)(Putri and Sanica 2022)(Candra Irawan 2019). More importantly, this shift doesn't signal the termination of offline promotional channels. Instead, it opens avenues to augment business followership through online mediums. This perception aligns with the stance of the Organization for Economic Cooperation and Development (OECD) which asserts that a country's trajectory towards sustainable prosperity is closely linked with digital innovation (Kotler et al., 2017).

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِنْ فَضْلِ اللَّهِ وَاذْكُرُوا اللَّهَ كَثِيرًا لَعَلَّكُمْ تُفْلِحُونَ ١٠

Meaning:

“And when the prayer has been concluded, disperse within the land and seek from the bounty of Allah, and remember Allah often that you may succeed.” [QS. Al-Jumu'ah: 10] (Anon 2013)

Yet, for marketers, the intricacy lies in determining which digital innovations are most essential and pertinent to their organizational requirements (Chaffey and Ellis-Chadwick 2016)(Erwin, Suade, and Poernomo 2021). Assessing the need for innovation in alignment with their business methods involves a meticulous analysis of consumer conditions. For instance, in regions where people predominantly utilize Facebook, savvy businessmen can tailor their promotional strategies accordingly. This may involve leveraging the platform for product photo posts or live broadcasts, while effectively connect their target audience through the most relevant digital channels.

The advent of social media has undeniably served as a transformative "game-changer" across various domains. It extends beyond the confines of the business sector. Individuals and organizations alike have come to recognize the immense potential of digital technology in fortifying and sustaining their ventures over the long term. This realization has translated into tangible outcomes, with increasing numbers of business professionals leveraging social media platforms. As a result, there has been a surge in innovative approaches aimed at catalyzing transformative changes in business processes which was facilitated by a diverse array of applications (Evans and McKee 2010)(Yumna 2021)(Wardati and ER 2019). The net result is not only an enhanced business landscape, but also increased profitability for those who capitalize on these dynamic opportunities.

While it is undeniable that social media harbors negative aspects, such as privacy breaches and susceptibility to fraud, the focus of this article does not delve into these darker dimensions. Rather, the emphasis is on the positive perspective, highlighting that businesses utilizing social media can achieve a remarkable level of transparency in the broader societal context. Through the lens of transparency, entrepreneurs stand to gain insights and trust from the community, while fostering a more open and communicative business environment (Heggde and Shainesh 2018)

Conversely, digital technology extends its advantages to consumers and facilitates their quest for desired products or services while concurrently offers business owners a platform to provide comprehensive insights into their offerings. In this symbiotic relationship, both consumers and business proprietors reap mutual benefits. By delving into consumer behaviors, entrepreneurs gain invaluable insights into the potential of their target audience and the competitive landscape. This bidirectional interaction is made possible through digital media. It enables seamless, direct, and automated

communication between business entities and potential customers (Smart Insights 2016).

Before transitioning to digital media in the execution of a marketing strategy, it is often prudent to delineate the components within the marketing mix. These elements serve as the fundamental building blocks proposed by internal marketing, laying the groundwork for the effective implementation of marketing policies that are aimed at achieving strategic goals (Drummond, Ensor, and Ashford 2001). The ensuing elucidations encompass various facets of the marketing mix, providing a comprehensive understanding of the following key points: (Tomczak, Reinecke, and Kuss 2018)

1. Product

The inception of a product arises from discerning an opportunity to enhance or extend an existing product to better serve the surrounding environment (Chaffey and Ellis-Chadwick 2016). Products are frequently cultivated with a focus on meeting consumer needs and desires, in which the insights are gleaned from thorough market research. Companies typically oversee the entirety of product decisions, from conceptualization to production (Kotler et al., 2017). Anchored in this approach is the wisdom of the Prophet SAW, as articulated in the following Hadith:

إِيَّكُمْ وَكَثْرَةَ الْحَلْفِ فِي الْبَيْعِ ، فَإِنَّهُ يُنْفِقُ ثُمَّ يَمْحِقُ

Meaning:

“Avoid swearing a lot about sales, because actually swearing can make you sell well, but then it takes away (the blessing)”. (Fatwa No. 19637) (Ad-Duwaisi 2009)

When orchestrating market offerings, producers must meticulously navigate several key stages. It commences with the identification of services or benefits that are desired by consumers. At this juncture, producers are tasked with converting core utilities into tangible commodities, followed by the development of products that align with consumer expectations. The subsequent phase involves the preparation of augmented products, while enhancing the overall offering. Ultimately, there lies the prospect of a potential product which encapsulates all conceivable levels or transformations that a product might undergo in the future (Putri 2017).

ثُمَّ نِيَّةَ أَرْوَجٍ مِّنَ الضَّيِّانِ أَتَنْبِيْنِ وَمِنَ الْمَعْرِزِ أَتَنْبِيْنِ قُلْ أَلَّذَكَرَيْنِ حَرَّمَ أَمْ الْأَنْبِيْنِ أَمَا
أَسْتَمَلْتُ عَلَيْهِ أَرْحَامُ الْأَنْبِيْنِ نَبِيٌّ وَنَبِيٌّ بَعْلَمِ إِنْ كُنْتُمْ صَادِقِينَ ۝ ١٤

Meaning:

“[It is He] who made for you from the green tree, fire, and then from it you ignite. Is not He who created the heavens and the earth Able to create the likes of them? Yes, [it is so]; and He is the Knowing Creator. His command is only when He intends a thing that He says to it, 'Be,' and it is. So exalted is He in whose hand is the realm of all things, and to Him you will be returned.” [Quran 36:80-83] (Anon 2013).

According to Asy-Syaibani's, adhering to Sharia principles in product manufacturing extends beyond mere considerations of halal and haram processes. It necessitates the incorporation of elements that encompass utilitarian value and benefits aligned with the fundamental principles of life. These principles encompass safeguarding religion, preserving the soul, nurturing reason, ensuring the welfare of descendants, and protecting assets (Syukur and Syahbudin 2017). The designation of "halal" for a product involves a successful pass of a Sharia-compliant assessment. In this context, being halal entails not only the substance of the product but also its inherent properties, while ensuring comprehensive adherence to Islamic principles (Quthb 2004).

In aligning with the five fundamental elements, discerning benefits involves a comprehensive examination across multiple dimensions. This encompasses ensuring clear goals or advantages for consumers which are devoid of any elements that might be proven as detrimental. Additionally, products should not be designed as instruments of

disobedience, nor should they serve as conduits to exploit human greed. This holistic perspective underscores the commitment to creating products that not only meet consumer needs but also adhere to ethical considerations, as outlined by Syukur and Syahbudin (Syukur and Syahbudin 2017).

2. Price

In establishing a pricing structure, companies typically integrate factors such as production costs (cost-based), competitive considerations, and customer value-based pricing methods (Kotler et al. 2017b). In the context of Sharia, Islam does not prescribe specific rules for price setting. It allows flexibility that is based on market mechanisms and forces because prices are considered *sunnatullah*. The Sharia approach to pricing grants individuals the freedom to determine prices. However, it emphasizes the importance of fairness, reasonableness, voluntariness between buyers and sellers, and the avoidance of injustice. Ibn Thaimiyah, further elucidates this concept by highlighting the principles of fair compensation (*'iwadl al-mitsl*) and fair price (*'tsaman al-mitsl*). In determining an Islamic price, marketers can refer to criteria outlined by Syukur and Syahbudin (Syukur and Syahbudin 2017), as follows:

a) Reasonable Profit Taking and Prohibition of *Ghabn*

Ghabn, in essence, involves the purchase of a commodity either at an elevated price compared to the prevailing market average or conversely at a lower price than the general market average. The permissibility of *ghabn* is subject to certain distinctions. *Ghabn fahisy*, characterized by exorbitant profits, is deemed impermissible. Islam sanctions the practice of *ghabn* and obliges modest profit margins. This nuanced perspective is articulated by Karim (Karim 2007).

According to Bashri (Bashri 2007) the concept of few and many consumer profits stands out as a pivotal advancement in microeconomic literature. Additionally, Imam Al-Ghazali advocates for the pursuit of modest profits. In the context of consumer price determination, it is important to emulate the trading practices of Prophet Muhammad SAW as a guiding principle. The Prophet employed a methodical approach by articulating the purchase price of goods from Mecca, while at the same time outlined the transportation route from Mecca to the market and specify the anticipated arrival time. Notably, Prophet Muhammad SAW entrusted buyers with the responsibility of determining a fair and appropriate price for the goods being sold (Amrin 2007).

b) Prohibition of price competition between fellow sellers

In the deliberation of pricing strategies, a crucial consideration is ensuring that the chosen approach doesn't harm fellow traders or precipitate unhealthy competition. Emphasizing the importance of benefits in price determination, it is essential to strike a balance where competitive pricing aims to secure victory in the market without resorting to the impermissible tactic of intentionally lowering prices to undermine competitors. Yusanto and Widjajakusuma underscore the significance of maintaining fair competition while simultaneously advocating for competitive product pricing (Yusanto and Widjajakusuma 2002).

3. Place

In the context of distribution's considerations, certain factors must be carefully weighed when selecting an Islamic location. These include the strategic positioning of the business, the permissible utilization of *Samsarah* (intermediary), and the prohibition of *Ihtikar* (hoarding). In practical terms, *Samsarah* which is often associated with affiliate marketing, can also extend to engagements in social media or marketplaces.

Notably, the absence of a physical store is not a hindrance, as an online shop can serve as a viable alternative. However, the key lies in effectively managing the designated space for storing goods. This is particularly critical for online businesses to ensure that the online showcased products mirror their real counterparts and consistently enhance product quality through diligent management.

4. Promotion

In the realm of promotional strategies, the adherence to Sharia principles is paramount. This entails prioritizing moral values and strictly refraining from engaging in Tadlees (fraud). Moreover, successful promotion in alignment with Islamic values necessitates certain characteristics in Muslim marketers. These include sincerity, *tha'ah*, *uswah*, *siddiq* (honesty), *ukhuwah* (brotherhood), *tarbawiyah* (educative), and *tawadhu'* (humility) (Chairiawaty 2012). The ethical conduct exemplified by Prophet Muhammad in business practices serves as a guiding beacon that is applicable to both traditional and digital marketing realms. This moral framework is essential for marketers which strives to uphold the principles of Sharia in their promotional endeavors.

- a) *Shiddiq* (Honest). Exemplifying the virtue of *Shiddiq* (Honesty) is essential for ethical business practices. It encompasses actions such as refraining from dual pricing. According to insights from Janelle Barlow and Dianna Maul in their book "Emotional Value: Creating Strong Brands with Your Customers," the contemporary consumer places greater importance on emotional value over the inherent value of a product or service (Rubiyanti, Handayani, and Sahrani 2017). The cost of the service itself comprises the sum of expenses and utilities. Drawing parallels with the teachings of the Prophet Muhammad (SAW), who consistently urged us to align the price of an item with its intrinsic value. This aligns seamlessly with the hadith which advocates:

الْبَيْعَانِ بِالْخِيَارِ مَا لَمْ يَتَفَرَّقَا فَإِنْ صَدَقَا وَبَيْنَا بُورِكْ لَهُمَا فِي بَيْعِهِمَا وَإِنْ كَتَمَا وَ
كَذَبَا مُحِقَتْ بَرَكَةُ بَيْعِهِمَا (متفق عليه)

Meaning:

“People who make buying and selling transactions with each party have the right to khiyar (cancel or continue the transaction) as long as the two of them have not separated. if both are honest and open, then both will receive blessings in buying and selling, but if both lie and are not open, then the blessing of buying and selling between them will be lost.” [HR. Al-Bukhari No. 2079 & 2082, Muslim V/416 No. 3836 -Syarh An-Nawawi-](Ad-Duwaisy 2009)

The aforementioned hadith underscores the imperative of honesty in conducting business to prevent harm to any party. It elucidates that the objective of engaging in business extends beyond a mere profit, while emphasizing the importance of seeking blessings in one's endeavors. Furthermore, pricing strategies should align with market rates and adhere to regional customs. Contrary to common belief, lower prices don't necessarily diminish income; instead, they may foster increased consumer purchases when a product is perceived as more affordable than expected. Naturally, this approach should be complemented by a commitment to maintaining product quality to strike a harmonious balance.

- b) *Amanah* (Trustworthiness): Consistency in marketing and promotional activities is integral to upholding the principle of *amanah*. This principle

encompasses not only adherence to initial agreements but also embraces responsibility and accountability. The latter entails a meticulous examination of profits or losses incurred within a specific timeframe. Accountability, in this context, extends to various stakeholders, including managers, investors, creditors, government agencies, and mustahiq. It embodies a manifestation of the company's reliability. The accountability report serves as a pivotal benchmark for business analysis. Consequently, instilling the characteristic of amanah within a company is of paramount importance. Additionally, business actors must prioritize delivering optimal service to consumers and recognize them as the keystone and the primary focus for fulfilling the company's needs. Offering prompt, courteous service with a friendly demeanor is not only a practical business strategy but also resonates with the teachings of Rasulullah SAW, who fervently advocated for generosity, smiles, and kindness in every transaction.

وَيْلٌ لِّلْمُطَفِّفِينَ ۝ ۱ الَّذِينَ إِذَا أَكْتَالُوا عَلَى النَّاسِ يَسْتَوْفُونَ ۝ ۲ وَإِذَا كَالُواهُمْ أَوْ
وَزَنُواهُمْ يُخْسِرُونَ ۝ ۳

Meaning:

Woe to those who give less [than due], [2] Who, when they take a measure from people, take in full. [3] But if they give by measure or by weight to them, they cause loss. [QS. Al-Mutaffifin: 1-3](Anon 2013)

Adhering to promises is fundamentally rooted in the moral fabric of faith. It demands unwavering commitment from every business person. This commitment is underscored by the command of Allah SWT, who enjoins every Muslim to steadfastly uphold their promises. Allah SWT has explicitly stated that a fortunate believer is one who demonstrates fidelity to their commitments. As articulated in the divine words of Allah SWT:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا أَوْفُوا بِالْعُقُودِ ۚ أُحِلَّتْ لَكُمْ بَهِيمَةُ ٱلْأَنْعَامِ ۖ إِلَّا مَا يُتْلَىٰ عَلَيْكُمْ غَيْرَ مُجَلِّي
ٱلصَّيْدِ وَأَنْتُمْ حُرْمٌ ۚ إِنَّ ٱللَّهَ يَحْكُمُ مَا يُرِيدُ ۝ ۱

Meaning:

“O you who have believed, fulfill [all] contracts. Lawful for you are the animals of grazing livestock except for that which is recited to you [in this Qur'an] - hunting not being permitted while you are in the state of ihram. Indeed, Allah ordains what He intends.” [Al-Ma'idah: 1](Anon 2013)

- c) Tabligh (Persuasive Communication): Effective communication, both argumentative and communicative, entails the use of polite and articulate language when interacting with consumers and business partners. Rasulullah SAW set an exemplary standard for individuals, particularly business people, while emphasizing the importance of measured speech. The Prophet spoke judiciously, avoided unnecessary narratives, and abstained from gossip. He left three guidelines for businesspeople to adhere to: avoiding ostentation (riya'), refraining from excessive speech, and abstaining from discussing unnecessary matters (Prihadi 2012) Rasulullah also advocated for restraint in speech, refraining from negativity, harshness, or an elevated tone. This principle extends to both verbal and non-verbal communication. Crucially, every

businessperson must prioritize the use of polite language that doesn't inflict harm on consumers' feelings. Additionally, communicating in a clear and understandable manner, aligning with reason, is imperative. Muslim businesspeople are encouraged to embody the spiritual intelligence demonstrated by Prophet Muhammad. This involves initiating business endeavors with *basmallah* and concluding with *hamdalah* (Rivai 2016).

- d) *Syaja'ah* (Courage): The concluding trait that is essential for a successful businessman is *syaja'ah* or courage, characterized by the bold pursuit of truth. In practical terms, this involves fearlessly communicating and demonstrating to the public that the business adheres to ethical standards, is beneficial for consumption, and steers clear of prohibited elements. Beyond bravery, a successful businessman maintains a positive life outlook and diligently works hard in business operations. This commitment to hard work and sincerity is grounded in the understanding that every endeavor, including work, should be approached with dedication and honesty. Acknowledging work as a necessity serves as an invaluable tool for individual growth, fostering independence, and ultimately contributing to the well-being of others.

Having identified the key elements, the subsequent phase involves leveraging digital technology for promotional purposes. To gain deeper insights into a robust digital marketing performance system, a businessman can devise a structured framework known as the 5C model: Company Strategy, Customer Experience, Content Creation, Channel Promotion, and Check-back Analysis (Diamond 2019). The model offers a comprehensive and strategic approach to optimize digital marketing effectiveness.

The aforementioned five models are employed to effectively market a product to potential customers. The following section provides a detailed description of the five model frameworks, as outlined by Gregoriades et al. (Gregoriades et al. 2021).

- a. Determining Company Strategy

The initial step in this model involves formulating a company strategy, while meticulously delineating the organizational objectives. This phase necessitates a profound comprehension of each company's brand and business model to captivate customer attention effectively. Additionally, strategic decisions regarding the preferred type of campaign or promotion for business operations are made. The crux lies in perpetually enhancing the offering system to instigate customer interest and foster a desire to engage with the business services offered.

- b. Uncovering The Customer Experience

In this phase, the model is designed to garner customers for comprehensive analysis of individual customer criteria. The endeavor involves categorizing customers based on various characteristics obtained from diverse information sources (Halim and Mokhtar 2016). Subsequently, crafting a detailed customer history to unravel the distinctive preferences that resonate most with consumers. The aim is to empower sales by providing valuable assistance to the sales team and facilitate their operations. This stage also allows for strategic forecasting which focuses on the company's condition and product life cycle maturity that are gauged through consumer interactions.

- c. Content Creation

During this phase, the focus shifts to crafting compelling content that is designed to captivate consumers. Successful content creation involves a meticulous process that starts with an understanding of customer needs and preferences. The

content is then categorized based on various customer segments, while tailoring it to specific categories. Effective content is not only informative but also capable of providing valuable information to attract and engage customers. Research findings, such as those by Ahmad et al. (Ahmad et al. 2016), underscore the impact of content marketing on enhancing a company's financial health. This is evident in increased website visitors and followers, showcasing the potential to both attract a larger customer base and reduce marketing costs. Leveraging free advertising platforms on social media, though some may be paid, is particularly advantageous for smaller-scale businesses because it offers a cost-effective avenue to maximize profits.

d. Developing Promotion's Channels

The selection of channels for social media promotion is crucial to broaden the reach of the business. Entrepreneurs have the option to utilize both free and paid promotional media to enhance visibility. Moreover, it is imperative for business professionals to curate compelling content for dissemination, incorporating a company email address for transparent marketing communication that allows customers a clear view of the offerings.

e. Deploy Check-back Analysis

In this stage, a comprehensive check-back analysis should be conducted. It involves a thorough review of the brand value and business model before initiating content dissemination. This meticulous approach ensures the effectiveness of the strategy, allowing for the measurement of success and estimating the timeframe that are required to achieve business milestones. The ultimate goal is to garner optimal results from the business campaign as well as quantifying it in the form of Return on Investment (ROI).

A truly commendable business places a paramount emphasis on ethical values. It serves as the foundational cornerstone for its operations, particularly when it comes to adhering to Islamic Business Ethics. An enterprise, that is lacking in ethical principles, is at risks of being perceived as subpar or even inferior, particularly if it neglects the integration of Islamic Business Ethics. Undoubtedly, a business that upholds ethical standards tends to outperform others. This effect is heightened when Islamic Business Ethics are actively embraced. This becomes especially pertinent in environments like Indonesia, where the majority of the population is Muslim. In such a context, consumers (that are guided by Islamic principles) are inclined to favor products renowned for their quality, transparent business origins, and the presence of a halal certification. However, even in the absence of a halal certification, some products are still preferred if they consist of ingredients permissible under Sharia law.

Historically, a survey of ethical systems reveals a diverse range that was shaped by the values held by their originators. These ethical models often evolved independently within various religious frameworks that are exemplified by models like relativism (grounded in personal interests), utilitarianism (focused on profit and loss calculations), universalism (centered on obligations), and perspectives on rights and distributive justice. Notably, among these paradigms, a modern ethical standpoint stands out and is markedly distinct from the Islamic ethical model. Islamic ethics places profound emphasis on the relationship between individuals and their Creator. The core tenets of Islamic ethics prioritize values such as justice, balance, unity, free will, responsibility, and virtue. This distinctive emphasis is elucidated in the works of scholars like Hamzah and Hafied (Hamzah and Hafied 2014)

In Bertens' perspective, Business Ethics is the examination of the ethical dimensions inherent in economic and business endeavors. Bertens delineates the practice of business ethics across three distinct levels: a) the macro level, which encompasses intricate aspects of businesses as a whole; b) the meso/middle level, which

delves into ethical issues within organizations; and c) the micro level, which focuses on individual ethical concerns in the execution of business activities (Darmawati 2020). Integrating the concept of business ethics with Islamic ethics yields a moral framework for economic and business activities as well as emphasizing certain values such as monotheism, justice, accountability, virtue, and balance. Consequently, the term business ethics entails a moral assessment of the business environment that are guided by well-defined moral standards, and elucidates specific moral guidelines that align with real-world business dynamics (Tarigan 2016).

In other words, the integration of digital social marketing technology within the framework of Islamic Business Ethics signifies the proactive stance of business entities in incorporating digital elements to attract a larger consumer base while adhering to Sharia values. These Sharia values constitute the cornerstone and pivotal aspect in the implementation of a business concept grounded in Islamic Business Ethics.

Within the business domain, the foundation of Islamic Business Ethics is rooted in the Quranic verse that can be found in the following surah, which states:

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ
عَدُوٌّ مُبِينٌ ١٦

Meaning:

“O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy.” [QS. Al-Baqarah: 168](Anon 2013)

The aforementioned verse emphasizes the directive for humans to partake in wholesome consumption. Furthermore, it underscores the obligation for individuals to conduct their business affairs in accordance with Sharia ethics, ensuring that products originate from halal and righteous sources. Thus, despite leveraging diverse digital technologies in product marketing, it remains imperative for business practitioners to uphold ethical standards and adhere to Sharia values. Through these conscientious endeavors, it is hoped that by the grace of Allah SWT, businesses in any form will flourish and receive divine approval.

Method

This study employs qualitative research with a descriptive approach. Qualitative research methods delve into understanding the meanings attributed by individuals or groups to ongoing social issues or realities (Sugiyono 2015). Simultaneously, an analytical descriptive approach is employed to gather information about the current state of a phenomenon or event. It is then followed by examination and description based on the researcher's understanding upon the matter being researched.

Qualitative research, which employs an analytical descriptive approach, deviates from experimental research, as it doesn't necessitate tools to test specific hypotheses. Instead, it focuses on describing current or past conditions and circumstances surrounding an event (Hikmawati 2017). The primary objective is to unveil and comprehend the central phenomenon (Sugiyono 2015). This enduring phenomenon, which is persistently employed by small and medium enterprises (MSMEs), revolves around their utilization of digital marketing within the framework of Islamic Business Ethics.

This research focuses on digital social marketing as the subject and Islamic Business Ethics as the object. The method employed for data collection is documentation (Siyoto and Sodik 2015). The analysis technique follows the Miles and Huberman data analysis method, which involves four stages: firstly, collecting data related to case studies from sources such as Scopus standard journals and other research documents; secondly, reducing the gathered data; thirdly, drawing conclusions from the

reduced data; and finally, presenting the conclusions in a narrative format (Afrizal 2016).

Result and Discussion

According to the data from hosting service media articles, a minimum of 75% of individuals engage in online shopping at least once a month (Intan et al. 2021). This shift in consumer behavior, accentuated by the extended impact of the recent pandemic, has significantly marginalized traditional brick-and-mortar stores.

In the context of Islamic systematics, the development of an Islamic or Sharia-based economy encompasses various industrial facets, as encapsulated in the illustration below:

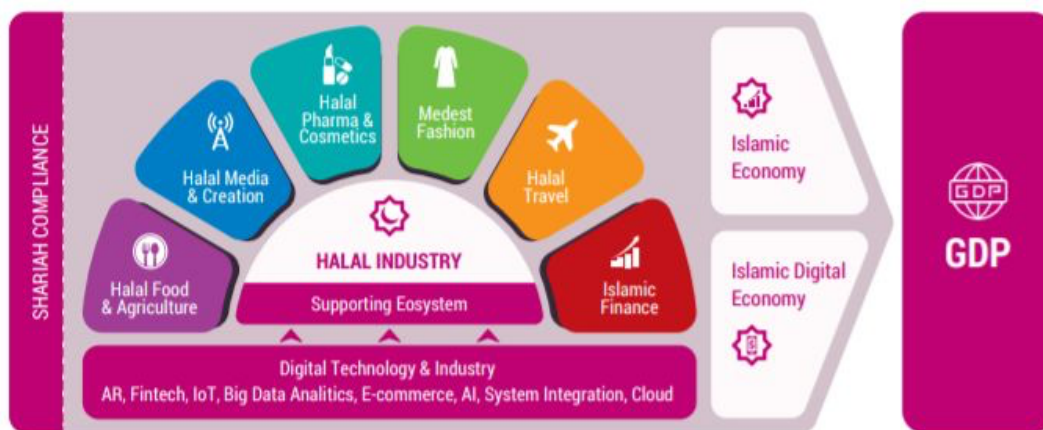


Figure 3. Types of Industries that contribute to Digital Social Marketing Technology

Source: Sharia Economic Masterplan 2019 – 2024 (Kementerian Perencanaan Pembangunan Nasional/Badan Perencanaan Pembangunan Nasional 2019)

From the above illustration, it is evident that there are at least five industries operating under the principles of Sharia, encompassing food, film, cosmetics, fashion (clothing), travel, and finance. These industries have seamlessly integrated digital concepts into their operations. Various digital marketing channels are amalgamated into a unified system, often in the form of a marketplace, while some operate independently through dedicated company websites. Regardless of the chosen approach, each avenue offers distinct benefits and unique strategies which are aimed at propelling business growth.

As of now, there is a persistent surge in the number of digital users, as depicted in [Table 4.1]. This rise can be attributed to individuals finding great convenience in online transactions, driven by various factors that are unique to each person. Some engage in online buying and selling due to hectic work schedules, while others opt for it due to a lack of convenient transportation, thereby lightening their workload.

Hence, individuals tend to participate in online transactions, commonly referred to as digital marketing. Digital marketing serves as a solution for customers to conduct transactions remotely. It provides sellers with a streamlined avenue to enhance their sales performance. Various tools can be employed, such as utilizing social media platforms or establishing independent websites and leveraging marketplace intermediaries.

The prevalence of digital social marketing is undeniable, permeating various aspects of life and becoming ingrained in people's behavior. In recent times, online transactions have surged by 400% (Kominfo 2020)(Rizkinaswara 2020)(Kementerian Komunikasi dan Informatika (KOMINFO) 2021). The significant uptick in these transactions can be attributed, in part, to the adoption of independent websites for sales. Sellers generally experience greater satisfaction when leveraging digital marketing

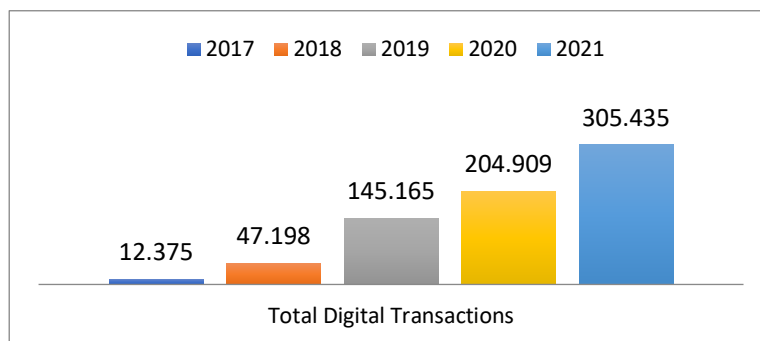
channels to sell their products independently rather than through marketplaces (Intan et al. 2021).

Table 3. Types of Industries that contribute to Digital Social Marketing Technology



The earlier explanations and illustrations provide a broad evaluation of digital marketing technology. However, this article delves deeper into the concept of digital social marketing, particularly in the context of Islamic Business Ethics. When considering Islamic Business Ethics, the analysis concludes that the entire digital marketing concept aligns with its principles. The key distinction lies in the nature of the products offered or sold and the payment methods employed—whether based on Sharia principles or the interest systems applied by conventional banks. In the context of digital social marketing adhering to Sharia/halal principles, it becomes imperative that both the product and payment methods align with Sharia-compliant banks. These distinctive characteristics take center stage in our exploration of Islamic Business Ethics in this chapter.

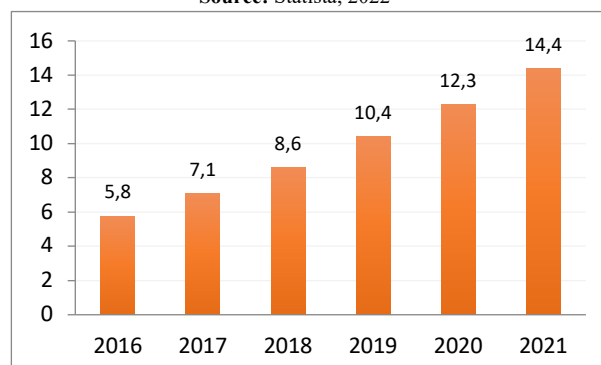
Table 4. The Growth of Digital Transactions in Indonesia 2017 – 2021



Source: Bank of Indonesia, 2022

Table 5. The Growth in Retail E-Commerce Transaction Value in Indonesia 2016 – 2021

Source: Statista, 2022



However, the commonly used applications by most people, such as Shopee, Tokopedia, or Lazada, typically operate with payment methods based on an interest system. This becomes especially disadvantageous for users, as exemplified by Shopee's Paylater feature. In this scenario, delayed payments incur increased interest. Due to these interest rates, some individuals prefer alternatives like the Cash on Delivery (COD) system. Consequently, these applications do not align with Sharia principles and are considered conventional.

It's important to note that when comparing the mentioned marketplaces or those currently in circulation, based on the marketing mix elements (including product, price, place, and promotional media), there's a 50-50 chance that they comply with Sharia principles. However, even if some adhere to Sharia concepts, they may not be standardized as halal. This is because the products offered by marketplaces, while not containing elements of haram or harm, lack a standardized halal certification. As a result, individuals can engage in various trades according to their preferences (such as clothing, electronics, etc.), and some promotional media align with Islamic Business Ethics as taught by Prophet Muhammad (Saw.) during his time.

Nevertheless, not all businesses adopt conventional digital marketing concepts. While digital marketing that is fully compliant with Sharia principles is rare (Kementerian Perencanaan Pembangunan Nasional/Badan Perencanaan Pembangunan Nasional 2019), it doesn't mean there are no instances. However, these instances often get overshadowed by conventional actors in the market. One such example is the company Muslim Go Online, a service provider specializing in the creation of Sharia-compliant marketing websites (Rubiyanti et al. 2017).

Hence, integrating digital social marketing technology into certain strategy will fortify specific marketing approach, rendering the business to be more transparent and precise (Soffya 2021). To delve deeper into the implications of digital social marketing technology within the framework of Islamic Business Ethics, the subsequent sections will expound on the components encompassed in the marketing mix, as delineated below:

1. Product

In this scenario, the showcased product in the window must accurately represent the genuine/original product, complemented by detailed specifications of the item intended for trade. This aligns with the guidance from the Hadith of the Prophet Saw., which emphasizes:

عن أبي سعيدٍ عن النبيِّ صلَّى اللهُ عليه وسلَّم قالَ : التَّاجِرُ الصَّدُوقُ الْأَمِينُ مَعَ النَّبِيِّينَ وَالصِّدِّيقِينَ وَالشُّهَدَاءِ (رواه الترمذي)

Meaning:

“From Abi Sa'id, from the Prophet Muhammad SAW, said: Honest and trustworthy traders, they are the people who were with the Prophet, the shiddiqin and the martyrs'.” [HR. Tirmidzi No. 1209 explained that this hadith is Hasan. However, Al-Albani considered this hadith as Sahih. In 'Shahih At-Targhib wa At-Tharhib' No. 1782, this hadith is justified as Shahih Lighairihi](Al-Albani 2012)

In essence, the products showcased in the merchant's digital social marketing imagery often present an appealing appearance but rarely exhibit the actual product alongside the visual representation. Consequently, some customers may experience dissatisfaction if the received goods which do not align with their expectations. This discrepancy can be attributed to careless handling during distribution. This may lead to products being returned by dissatisfied customers. In some cases, the product can only be returned if it is accompanied by unboxing videos (typically applicable to marketplaces). If the issue pertains to the second scenario, the transaction remains

permissible as long as it adheres to the terms of the sales contract. However, misrepresenting goods in their displayed images, deviating from their actual conditions, is considered unethical in Islamic Business Ethics. To some extent, it renders such transactions as impermissible. This aligns with the guidance from the Hadith of the Prophet Saw., which emphasizes:

عن أبي هريرة أَنَّ رَسُولَ اللَّهِ صَلَّى عَلَيْهِ وَسَلَّمَ مَرَّ عَلَى صُبْرِهِ طَعَامٍ فَأَدْخَلَ يَدَهُ فِيهَا فَتَالَتْ أَصَابِعُهُ بَلَلًا فَقَالَ مَا هَذَا يَا صَاحِبَ الطَّعَامِ قَالَ أَصَابَتْهُ السَّمَاءُ يَا رَسُولَ اللَّهِ قَالَ أَفَلَا جَعَلْتَهُ فَوْقَ الطَّعَامِ كَمَا يَرَاهُ النَّاسُ مَنْ عَشَّ فَلَيْسَ مِنِّي . (رواه المسلم)

Meaning:

“From Abu Hurairah ra he said: (One day) Rasulullah saw, passed by a pile of food, then he reached into the pile of food with his hand, then his fingers got wet with food. I ask; What is this, owner (seller) of basic foodstuffs? He answered: Rain, O Messenger of Allah. He said why don't you put wet on it so people can see it? Whoever cheats, then it is not included in my group.” [HR. Muslim][Shahih: Irwa'ul Ghalil no: 1319, Shahih Ibnu Majah no: 1809, Ibnu Majah II: 749 no: 2224 he chose to use this text, 'Aunul Ma'bud IX: 321 no: 3435, Tirmidzi II: 389 no: 1329 and Muslim I: 99 no: 102](Kushendar 2010)(Al-Albani 2006)

2. Price

The pricing principle dictated by Islamic Business Ethics revolves around fair pricing—striking a balance that ensures the price is neither excessively high nor unreasonably low. This approach is considered an added value within the sales strategy. The guidance from Rasulullah SAW. emphasized the importance of aligning the price of an item with its inherent value. In addition to prioritizing fairness, the pricing must also embody trustworthiness, as underscored in the following hadith:

الْبَيْعَانِ بِالْخِيَارِ مَا لَمْ يَتَفَرَّقَا فَإِنْ صَدَقَا وَبَيَّنَّا بُورِكَ لَهُمَا فِي بَيْعِهِمَا وَإِنْ كَتَمَا وَكَذَبَا مُحِقَّتْ بَرَكَةُ بَيْعِهِمَا (متفق عليه)

Meaning:

“The person carrying out the buying and selling transaction on each party has the right to khiyar (cancel or continue) the transaction as long as the two have not separated. If both are honest and open, then both will get blessings in buying and selling, but if both lie and are not open, then the blessing of buying and selling between them will be lost.” [HR. Al-Bukhari No. 2079 and 2082, Muslim V/416 No. 3836 -Syarh An-Nawawi-][HR. Muslim No. 1479](Ad-Duwaisy 2009)(Muslim 2016)(Rusyd 1990)(Erwin et al. 2021)(Al-Albani 2006)

The aforementioned hadith emphasizes the importance of honesty in business, underscoring the need to avoid causing harm to any party involved. It also elucidates that the purpose of engaging in business transcends mere profit-seeking; it encompasses the pursuit of blessings as well. Additionally, pricing strategies should align with market mechanisms and conform to regional norms. It dispels the misconception that lower prices inevitably lead to reduced income. It also emphasizes that consumers are more likely to make frequent purchases when prices align with their perceptions of value. The pricing strategy should strike a balance, factoring in the product's quality. Furthermore, the hadith warns against the imposition of excessive riba' (additional fees), a practice explicitly forbidden by Allah SWT:

..... وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَاَ
 وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَاَ

Meaning:

“.....even though Allah has permitted buying and selling and prohibited usury.....” [QS. Al-Baqarah: 275](Anon 2020)

3. Place

In the marketing mix, 'place' encompasses the channels, locations, transportation, and scope of business operations (Muhammad 2005). When it is evaluated through the lens of Islamic Business Ethics, special attention should be given to a conducive and well-maintained environment. The condition of the place is a pivotal element that significantly influences the quality of products that are bought and sold. An impeccably maintained and organized space enhances the overall quality of the products, ensuring customer satisfaction and bolstering the business's image.

Reflecting on the researcher's observations, it's evident that some delivered products meet customers' expectations, while others deviate from the advertised image or exhibit physical defects. The latter scenario triggers conflicts between sellers and buyers, leading to protests, product returns, or negative reviews. Such conflicts run contrary to Islamic Business Ethics. On the contrary, instances where products align with their online representations, even in conventional business models, adhere to Islamic Business Ethics. This alignment affirms that the products are stored in a regularly maintained place, fostering transparency and customer trust.

4. Promotion

Promotions, that are aligned with Islamic Business Ethics, are characterized by honesty, reliability, fairness, refraining from disparaging competitors, humility, and upholding promises. Maintaining promises is a fundamental ethic rooted in trust across all scenarios. Therefore, every entrepreneur is bound by a robust commitment to fulfill promises. This implies an insurance that the product offered to customers aligns with the agreements made by both parties and corresponds to the description presented in promotional materials. Such commitment is reinforced by the commandments of Allah SWT, urging Muslims to uphold their promises. Allah SWT. emphasizes the virtue of a faithful believer who remains true to their commitments. As articulated in the words of Allah SWT:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا أَوْفُوا بِالْعُقُودِ أُحِلَّتْ لَكُمْ بَهِيمَةُ ٱلْأَنْعَامِ ۖ إِلَّا مَا يُتْلَىٰ عَلَيْكُمْ غَيْرَ مُحِلِّي ٱلصَّيْدِ وَأَنْتُمْ حُرْمٌ ۗ إِنَّ ٱللَّهَ يَحْكُمُ مَا يُرِيدُ ۗ

Meaning:

“O you who have believed, fulfill [all] contracts. Lawful for you are the animals of grazing livestock except for that which is recited to you [in this Qur'an] - hunting not being permitted while you are in the state of ihram. Indeed, Allah ordains what He intends.” [Al- Ma' idah: 1](Anon 2013)

When conducting promotions in digital marketing, especially within social media applications, sellers should craft visually appealing designs to captivate customers. Research from Stanford University, as outlined in an article featured on the Hostinger website, underscores the significance of website design. According to the research, approximately 75% of website visitors evaluate a business's credibility based on its design (Pamungkas 2021).

Conclusion

Drawing conclusions from the aforementioned explanation, the digital social marketing concepts employed by various business sectors in Indonesia generally demonstrate a coherent marketing flow with the principles of Islamic Business Ethics. This alignment is evident when examining the enduring elements within the marketing mix. Notably, the elements that receive greater emphasis in relation to Islamic Business Ethics are product features, promotional strategies, and payment methods. In terms of products, an emphasis is placed on honesty. This entails ensuring that the displayed products align with their real-world counterparts, accompanied by comprehensive specifications. Although some deviations exist, with certain individuals do not accurately represent their products, the overarching trend advocates transparency. Regarding pricing, the principle of offering fair prices is underscored, avoiding scenarios where one party disproportionately benefits at the expense of another. Instead, the focus is on fostering mutually beneficial transactions. 'Place', within the context of online commerce, plays a crucial role in the buying and selling process. A well-maintained space contributes to maintaining superior product quality compared to less-maintained counterparts. This, in turn, enhances customer satisfaction upon the product's arrival. Finally, in terms of promotion, adherence to honesty and reliability is paramount. This involves conducting promotions with integrity, treating customers respectfully, avoiding coercion, preventing harm, and upholding ethical conduct throughout the process.

In the current landscape, the adoption of Sharia-compliant digital social marketing technology in Indonesia remains relatively limited. However, a notable exception is represented by services like Muslim Go Online, which specializes in creating Sharia-compliant websites. This targeted approach facilitates the seamless integration of Sharia provisions into the digital business processes, providing a platform for businesses to align with Islamic principles in their online ventures.

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