

Digital Marketing Strategies in Islamic Business: Future Trends, Challenges, and Research Directions

Afdhol Rinaldi

Universitas Islam Negeri Sultan Syarif Kasim Riau

*Email : afdhol.rinaldi@uin-suska.ac.id

Machasin

Universitas Riau

Email : machasin@lecturer.unri.ac.id

ARTICLE INFO :

Keywords :

Digital Marketing,
Islamic Business,
Sharia Economics,
Halal MSMEs,
Islamic Business Ethics,
Sharia E-commerce

Article History :

Received : 2026-02-04

Revised : 2026-04-28

Accepted : 2026-06-28

Online : 2026-06-30

ABSTRACT

The rapid development of information technology has changed conventional trading patterns into online transactions through various digital platforms. This article aims to comprehensively examine digital marketing practices in the context of Islamic business, including current trends, challenges faced, and future research directions. The method used is a literature review with a descriptive-analytical approach to various relevant scientific articles from academic databases. The results of the study show that sharia-based digital marketing has great potential in the development of the Islamic economy, with the application of principles such as honesty (siddiq), trust, intelligence (fathonah), and good communication (tabligh). The main challenges identified include the limitations of digital literacy, the lack of halal product filters on e-commerce platforms, and the lack of fiqh muamalah education. The solutions offered include the development of sharia-based e-commerce platforms, Islamic digital training for business actors, and the integration of halal certification with digital marketing strategies. This research contributes to the development of Islamic digital marketing literature by providing a conceptual framework that integrates digital marketing practices with sharia economic values.

INTRODUCTION

Digital transformation has brought fundamental changes in the global business landscape, including in the context of Islamic economics. The rapid development of information technology has changed conventional trading patterns into online transactions through various digital platforms. (Fadila & Maretta, 2025) This phenomenon not only has an impact on the way of doing business in general, but also opens up great opportunities for the development of sharia-based businesses that are increasingly relevant in the digital era.

The increasing number of Muslim populations and internet users has had an impact on the global market. In today's global market conditions, both Muslim and non-Muslim manufacturers are competing to develop products to get the Muslim market. (Muslimin et al., 2022) This condition shows that the Muslim market is a very potential and strategic segment to be developed through a digital marketing approach that is in accordance with Islamic principles.

The rapid growth of the digital economy is reshaping global business practices, presenting unique opportunities and challenges for Micro, Small, and Medium Enterprises (MSMEs). In Muslim-majority countries such as Indonesia and Nigeria, halal-based MSMEs are very important for economic development. (Suleiman et al., 2025) This emphasizes the urgency of an in-depth study of digital marketing strategies in the context of Islamic business.

Digital marketing in an Islamic perspective not only focuses on the purely commercial aspect, but also emphasizes the ethical and spiritual dimensions. Sharia marketing not only focuses on providing halal products,



This is an open access article under the [CC BY- SA](https://creativecommons.org/licenses/by-sa/4.0/) license.

Corresponding Author : Afdhol Rinaldi

but also emphasizes the application of Islamic values such as honesty (siddiq), trust, intelligence (fathonah), and good communication (tabligh) in every business activity. (Amalia & Misidawati, 2026) This approach is believed to be able to build trust and loyalty among Muslim consumers who are an ever-growing market segment.

The purpose of writing this article is to: (1) identify the latest trends in Islamic business digital marketing; (2) analyze the challenges faced by business actors in implementing sharia-based digital marketing; and (3) formulate future research directions in this area. This article is expected to make a theoretical and practical contribution to the development of the Islamic economy in the digital era.

LITERATURE REVIEW

A. Sharia Marketing Concept

Sharia marketing is a business approach that integrates Islamic principles in every marketing activity. Sharia marketing emphasizes Islamic moral principles such as faith, caliphate, balance, and justice, which form the basis of Islamic marketing strategies, tactics, values, and images. In addition, in practice, Islamic marketing also includes aspects of spirituality, taking into account competition as a partner to spur creativity. (Hidayat et al., 2024)

The special characteristics of Islamic marketing include unity, faith, balance, justice, freedom of will, and virtue. Islamic marketing ethics emphasize integrity, honesty, and good service. (Hidayat et al., 2024) These principles are the fundamental foundation in developing a digital marketing strategy that is in accordance with sharia.

Islamic business ethics fundamentally emphasizes honesty, trust, fairness, and transparency in all economic activities, including marketing practices. In the midst of increasingly fierce market competition, the application of Islamic business ethics not only serves as a moral compass but also as a strategic lever to build consumer trust and strengthen competitive advantage. (Marlina et al., 2025)

B. Digital Marketing in an Islamic Perspective

Sharia-based digital marketing has unique characteristics that distinguish it from conventional digital marketing. Online trading in Islam is legal if it meets conditions such as clarity of goods, ijab qabul, and does not contain haram elements such as riba and gharar. Digital marketing provides a great opportunity for the development of sharia businesses due to its wide reach, cost efficiency, and increased consumer trust. (Fadila & Maretta, 2025)

Business transformation towards the digital age, including digital transformation, e-commerce, and artificial intelligence, requires Islamic ethical frameworks such as adl (justice), amanah (trust), ihsan (excellence), and shafaffiyah (transparency) that remain vital to ensure fairness, sustainability, and moral integrity in transactions. (Sihombing et al., 2025)

Honesty in product information, price transparency, clarity of agreements, responsibility in handling complaints, and consistency in service are central elements in building consumer trust. These practices reduce uncertainty, create a sense of security, and encourage repeat purchases and long-term customer loyalty. (Nurdiana et al., 2025)

C. Integration of Islamic Branding and Digital Marketing

Islamic branding and digital marketing have a close relationship so that they can be used as a strategy in attracting consumer buying interest, especially Muslim consumers, considering the large Muslim market. Muslim producers who are business people must keep up with the rapid development of technology today to compete with other business people, of course by using the concept of Islamic branding and digital marketing without completely eliminating the concept of Islam. (Muslimin et al., 2022)

Ethical branding based on sharia principles significantly improves consumers' perception of authenticity, strengthens brand loyalty, and maintains a long-term competitive advantage. (Halfaoui & Amar, 2025) This shows that the integration of Islamic values in digital branding strategies can provide a sustainable competitive advantage.

D. Islamic Business Ethics in the Digital Context

The growth of e-commerce in Indonesia has boosted the digital economy, reaching a market value of \$62 billion by 2024. However, ethical challenges such as fraud, lack of price transparency, and violations of consumer rights undermine trust and go against sharia principles. (Mariana, 2025)

A Sharia-Compliant E-Commerce Ethics Framework has been proposed, which integrates monotheism, balance, freedom of will, responsibility, and courtesy with digital trust metrics, as well as a Sharia Compliance

Scorecard to evaluate sellers quantitatively. (Mariana, 2025) This framework provides practical guidance for digital business people to ensure compliance with Islamic principles.

RESEARCH METHODS

This study uses a literature review method with a qualitative, descriptive-analytical approach. The method used is qualitative research with a literature study approach, using relevant references. The analysis was carried out in a descriptive-analytical manner with an emphasis on the suitability of digital activities with Islamic law. (Fadila & Maretta, 2025)

The data source in this study comes from peer-reviewed scientific articles obtained from academic databases, including national and international journals that discuss digital marketing in the context of Islamic business. The filters used include the types of publications in the form of articles, reviews, and conference proceedings. The literature selection process is carried out with the following inclusion criteria: (1) articles discussing digital marketing in the context of Islamic or sharia business; (2) articles examining future research trends, challenges, or directions; (3) The article is published in a peer-reviewed journal.

The data used in this study came from books, journal articles and reports relevant to the research topic. (Jailani et al., 2024) Data analysis was carried out with thematic analysis techniques to identify key patterns relevant to the dynamics of digital marketing in Islamic business.

RESULTS AND DISCUSSION

A. Digital Marketing Trends in Islamic Business

1. Utilization of Social Media and E-commerce Platforms

The trend of using digital platforms in Islamic business shows significant developments. Marketing through influencers has a significant positive influence on halal product purchase decisions, especially when influencers are trusted and their values align with the consumer's religious principles. In addition, other factors such as electronic word of mouth (e-WOM), content marketing, and brand image have also been proven to strengthen consumer purchase intent. (Putri et al., 2025)

Social media, especially platforms like Instagram and Facebook, are effective for brand awareness and consumer engagement, while websites serve as credible information hubs. The e-commerce platform allows for wider access to products and facilitates seamless transactions. (Maulana et al., 2025)

The digital marketing strategy implemented by food and beverage MSMEs includes marketing through social media platforms and various e-commerce applications such as GrabFood, GoFood, and ShopeeFood. To promote their business, the majority of MSMEs use Instagram, Facebook, TikTok, and WhatsApp as platforms to upload interesting photos and videos of their products. (Rachmawati et al., 2023)

2. Sharia-Based Influencer Marketing Strategies

The implementation of influencer marketing often fails to align with Islamic ethical values, as seen in the lack of transparency or honesty, non-halal product promotion, inadequate product descriptions, exaggerated claims, and inappropriate appearance or dress of some influencers. These issues can lead to legal disputes and make consumers feel aggrieved. (Suraya & Zulfikar, 2025)

Influencer marketing is effective in building trust and improving marketing results. Its effectiveness increases when it is aligned with sharia principles, such as honesty, transparency, and the promotion of halal and useful products. In sharia-based marketing, influencers not only serve as promotional agents but also as representations of Islamic values, contributing to transactions that generate not only economic benefits but also positive social and spiritual impacts. (Suraya & Zulfikar, 2025)

3. Synergy of Halal Certification and Digital Marketing

Halal certification significantly increases consumer confidence and market access. When paired with digital marketing, MSMEs experience substantial growth in both market reach and customer base. The integration of halal certification and digital marketing can serve as a powerful tool for market expansion, especially in culturally and religiously diverse markets. (Jailani et al., 2024)

Halal validation is achieved through careful selection of raw materials, compliance with hygiene standards, and transparent production processes. Additionally, a collaborative approach with MSMEs encourages the creation of engaging branding and effective digital content, which significantly increases product visibility and consumer trust. (Rahim et al., 2025)

4. Digital Transformation of the Halal Industry

Digital transformation has become a strategic imperative to increase the competitiveness of Indonesia's halal industrial zones in an increasingly dynamic and transparency-oriented global market. The application of digital technology—namely Blockchain, Internet of Things (IoT), and Artificial Intelligence (AI)—in halal industrial areas opens up new opportunities and challenges. (Suganda et al., 2025)

AI improves the accuracy of halal market predictions through big data processing, sentiment analysis, and digital consumer behavior modeling. Meanwhile, the Metaverse introduces an immersive virtual environment that encourages halal engagement through blockchain-based certifications and interactive marketplaces. (Malasyi et al., 2025)

B. Challenges in the Implementation of Sharia-Based Digital Marketing

1. Limitations of Digital Literacy and Resources

The research identified key challenges that hinder adoption, including limited digital literacy, limited resources, and infrastructure gaps. (Suleiman et al., 2025) These challenges are significant obstacles for MSMEs in optimizing the potential of digital marketing.

The three main challenges identified include: digital inequalities between industrial zones, resistance to technology adoption, and inadequate infrastructure. These issues underscore the urgent need for regulatory harmonization by governments, increased investment in infrastructure and digital literacy by industry stakeholders. (Suganda et al., 2025)

MSMEs face challenges in meeting business legality and market access, especially related to the lack of understanding of halal certification procedures and low digital literacy in marketing. (Aguilika et al., 2025)

2. Regulatory and Standardization Barriers

Three dominant challenges were revealed: fragmented certification standards, persistent risk of cross-contamination, and widespread labeling errors due to weak oversight. (Hussain, 2025) This fragmentation of standards creates uncertainty for business actors and consumers.

The top barriers include logistics issues (35%), cross-border regulation (30%), digital literacy (20%), and global competition (15%). Digital transformation has proven to have implications for increasing market access, strengthening ASEAN Muslim identity, and the need for harmonization of halal regulations and digital technology integration. (Magfiroh & Komarudin, 2025)

3. Ethical Challenges and Sharia Compliance

Challenges such as the lack of halal product filters and the lack of muamalah fiqh education are still obstacles. (Fadila & Maretta, 2025) This shows the need to develop digital infrastructure that is more in line with the needs of Muslim consumers.

The growth of the sharia-labeled marketplace in Indonesia presents a critical paradox. While Muslim consumer demand for platforms based on Islamic values continues to increase, the widespread practice of "sharia washing"—using pure Islamic labels as a marketing strategy without any real implementation of Islamic business ethics—has systematically eroded consumer trust. (Mariana et al., 2026)

Some challenges remain, such as limited understanding among some marketing personnel regarding Islamic principles and pressure to meet business targets. Therefore, enhanced internal training based on Islamic values is needed to strengthen commitment and improve the quality of services in accordance with sharia principles. (Listiwati et al., 2025)

4. Emerging Technology Challenges

The integration of AI in the halal industry also poses significant ethical implications, including issues of data privacy, algorithmic justice, potential technological bias, and the strengthening of authority in determining halal legitimacy which must still refer to the principles of maqasid al-shariah. (Sanawi et al., 2026)

C. Development Solutions and Strategies

1. Development of Sharia-Based E-commerce Platform

The solutions offered include the development of sharia-based e-commerce platforms and Islamic digital training for business people. Ethical and sharia-compliant digital marketing can encourage consumer loyalty and strengthen the Islamic economy. (Fadila & Maretta, 2025)

The use of halal e-commerce, Islamic social media, and global halal marketplace integration is a strategic solution in expanding market access and increasing business efficiency. (Amalia & Misidawati, 2026)

2. Increasing the Digital Capacity of MSMEs

Integrating digital skills with pesantren values can create a sustainable model of sharia economic empowerment that is relevant to the demands of the creative and digital economy. (Annas & Inayah, 2025)

Marketing innovations, such as the use of digital media, product rebranding, and community-based collaboration, contribute significantly to increased sales and expansion of market reach. In addition, halal certification provides added value, fostering consumer trust. (Setiany et al., 2025)

3. Integration of Islamic Values in Digital Strategy

The application of Islamic values plays a fundamental role in shaping consumer buying intentions, emphasizing the importance of ethical principles in influencing purchasing behavior. Digital marketing strategies also contribute positively to consumer interest, although their influence is smaller compared to Islamic values. (Diana et al., 2025)

Consumer loyalty in Islamic marketing is formed through the integration of perceived values, satisfaction with the consumption experience, trust in the company, and business practices that are consistent with sharia principles. (Halim et al., 2026)

D. Implications for Various Sectors

1. MSME and Halal Products Sector

Millennial business people consistently apply the principles of honesty, fairness, and transparency in the digital marketing of halal products and avoid practices that can lead to uncertainty and fraud. Educational, training, and transparent communication efforts are key to strengthening the application of professional ethics and building customer loyalty. (Fikri et al., 2025)

Consumers, especially millennials and Gen Z, show a high preference for halal brands with strong religious narratives and an active digital presence. Although market opportunities are wide open, challenges in the form of low branding literacy and limited access to technology still limit the potential of halal MSMEs. (Amirudin et al., 2025)

2. Sharia Tourism Sector

The concept of sharia tourism is to apply Islamic values to all aspects of tourism activities. Through SWOT analysis, it can be known the opportunities and challenges faced by the world of sharia tourism so that a strategy for sharia tourism development based on Digital Marketing can be obtained that can be applied. (Ezizwita et al., 2024)

3. Sharia Financial Sector

Pegadaian Syariah Digital Service (PSDS) is used to make it easier for customers to make transactions and payments. Marketing strategies and consumer environments have a positive influence on the customer's decision to use the app. (Mukminatul & Susanto, 2024)

The product strategy (rahn sharia) eliminates the element of usury and is strengthened with ZIS services, as well as transparent and fair pricing ('adl). Market segmentation that focuses on psychographic dimensions (religiosity and morality) has proven to be effective in increasing customer retention. (Al-Aidid & Alkaff, 2026)

E. The Role of Emerging Technologies in Islamic Digital Marketing

1. Artificial Intelligence and Predictive Analytics

The integration of AI based on predictive analytics and the Metaverse in predicting halal consumption trends is developed within the ethical and spiritual framework of Islamic marketing. AI improves the accuracy of halal market predictions through big data processing, sentiment analysis, and digital consumer behavior modeling. (Malasyi et al., 2025)

The development of the Halal-Meta Predictive Framework (HMPF) combines sharia principles with deep learning algorithms to mitigate the risk of uncertainty of Islamic law in virtual transactions. (Malasyi et al., 2025)

2. Blockchain and Supply Chain Transparency

Globalization has created new opportunities, including wider market integration, increased ethical consumerism, and the use of blockchain-based traceability systems that increase transparency and reduce fraud. (Hussain, 2025)

Young Muslim consumers are prioritizing "ethical digital footprints" and blockchain-based supply chain transparency when interacting in virtual spaces. (Malasyi et al., 2025)

F. Impact on Muslim Consumer Behavior

Digital Marketing Exposure (DME) has a significant negative effect on Halal Product Intention (HPI), while Digital Content Quality (DCQ) and electronic Word of Mouth (eWOM) have a significant positive effect. Meanwhile, Influencer Trust (IT) did not show a significant effect on HPI. (Utari et al., 2025)

High-quality digital content and strong online recommendations increase students' intention to buy halal products, while excessive exposure to digital marketing can actually reduce buying interest. This underscores the need for a more selective halal digital marketing strategy that prioritizes content quality and strengthens eWOM to increase purchase intent among young consumers. (Utari et al., 2025)

The phenomenon of Fear of Missing Out (FOMO) is increasingly influencing the consumption patterns of Generation Z. FOMO mindset often encourages Generation Z to make impulsive and excessive consumption, which is contrary to the principles of moderation and awareness in spending according to Islam. Islamic consumer ethics, with its emphasis on sufficiency and self-control, offers a moral framework that can overcome this tendency. (Maulidizen et al., 2024)

G. Future Research Directions

1. Development of Theoretical Frameworks

Future research needs to develop a more comprehensive theoretical framework for Islamic digital marketing. This research presents a dual mediation framework in which relational and institutional mechanisms are collectively governed by Resource-Based View (RBV) and Dynamic Capabilities Theory, which are applied to Islamic digital business settings. (Candraningtyas & Rahmawati, 2025)

The potential synergies between Islamic moral codes and technological innovations need to be further explored, by promoting ethical digital entrepreneurship, halal certification transparency, and fairness in financial transactions. (Sihombing et al., 2025)



2. New Technology Integration

Future research may further investigate the use of emerging technologies, such as artificial intelligence and augmented reality, to improve the effectiveness of halal product promotion. (Maulana et al., 2025)

The adoption of AI in the Halal Industry 4.0 requires a holistic approach that emphasizes not only technical efficiency but also ensures adherence to ethical, spiritual, and social values. The success of AI as a catalyst for global halal transformation depends on the ability of all stakeholders—governments, academics, industry players, and religious authorities—to maximize opportunities, address challenges, and manage ethical implications wisely. (Sanawi et al., 2026)

3. Cross-Cultural Comparative Studies

Marketing strategies that integrate cultural factors, such as local languages, symbols, and traditional values, can improve consumer engagement and digital marketing effectiveness. By understanding local contexts in depth—including how local media and algorithmic bias affect message distribution—marketers can design strategies that are more adaptive and responsive to the needs of audiences in the digital age. (Mardatillah et al., 2025)

4. Development of Standards and Regulations

The long-term sustainability of the halal supply chain depends on embedding sharia-compliant governance at every stage of production, certification, and distribution. Strengthening the mutual recognition framework between regulatory bodies, expanding digital verification tools, and increasing stakeholder accountability are essential to restore trust in global halal trade. (Hussain, 2025)

Actionable recommendations include: the establishment of public-private partnerships (PPPs), the implementation of certified digital training programs for halal MSMEs, the creation of halal technology incubators, and the development of national standards for halal-related digital technologies. (Suganda et al., 2025)

5. Digital Literacy Research Direction

Future research directions include the application of AI and technology for automated content creation for creative product practitioners, strengthening digital education and literacy, as well as community-based campaigns that encourage collaboration between local creators to build a mutually supportive ecosystem in the digital world. (Lubis et al., 2025)

CONCLUSION

Based on a comprehensive literature review, it can be concluded that digital marketing in Islamic business is a dynamic and growing field with enormous potential. Ethical and sharia-compliant digital marketing can encourage consumer loyalty and strengthen the Islamic economy. (Fadila & Maretta, 2025)

Key trends identified include: (1) the use of social media and e-commerce platforms to expand market reach; (2) influencer marketing strategies that are in line with sharia values; (3) synergy between halal certification and digital marketing; and (4) integration of emerging technologies such as AI and blockchain in the halal business ecosystem.

The main challenges faced include: (1) limited digital literacy and resources among MSMEs; (2) fragmentation of certification and regulatory standards; (3) ethical issues related to sharia compliance in digital practices; and (4) the ethical implications of emerging technologies.

Collaboration between governments, Islamic financial institutions, and the business sector is essential in creating an inclusive, ethical, and competitive business ecosystem at the global level. (Amalia & Misidawati, 2026)

Digital marketing can be considered permissible (mubah) if it adheres to the principles of honesty, transparency, and mutual benefit. This research contributes to the development of Islamic digital marketing literature by providing a conceptual framework that integrates digital marketing practices with sharia economic values, thus providing guidance for ethical and sustainable online business practices in the contemporary digital economy. (Hofifah & Suhaimi, 2026)

Recommendations for future research include: (1) the development of a more comprehensive theoretical framework for Islamic digital marketing; (2) exploration of the integration of new technologies such as AI, AR, and blockchain; (3) cross-cultural comparative studies to understand implementation variations; and (4) the development of harmonious standards and regulations to support Islamic economic growth in the digital era.

BIBLIOGRAPHY

- Aguilika, D., Faraby, M. E., & Makhtum, A. (2025). Strategi digital marketing dan pendampingan sertifikasi produk halal pelaku usaha desa poreh kecamatan lenteng kabupaten sampang. *KERIS : Journal of Community Engagement*. <https://doi.org/10.55352/keris.v5i1.1717>
- Al-Aidid, Sy. A. N. A., & Alkaff, M. (2026). Sharia-based marketing strategy: Ethical approach and market segmentation in improving service quality and consumer satisfaction. *Afkaruna: International Journal of Islamic Studies (AIJIS)*. <https://doi.org/10.38073/aijis.v3i2.3575>
- Amalia, C., & Misidawati, D. N. (2026). Optimizing optimizing sharia marketing management in micro, small, and medium enterprises (MSMEs) to meet global market needs. *Journal of Islamic Economics, Management, and Business*. <https://doi.org/10.21580/jiemb.2026.8.1.29590>
- Amirudin, A., Siradjuddin, S., & Muin, R. (2025). Branding and marketing opportunities for SME halal industry products: An insight consumer perception in south sulawesi. *East Asian Journal of Multidisciplinary Research*. <https://doi.org/10.55927/eajmr.v4i7.296>
- Annas, M., & Inayah, N. (2025). Empowering santri thru content creation training for halal product marketing on social media: A case study at darussalam islamic boarding school, blokagung, banyuwangi. *CENDEKIA: Jurnal Pengabdian Masyarakat*. <https://doi.org/10.65430/jpm.v2i1.36>
- Candraningtyas, M. A., & Rahmawati, Y. (2025). Digital capabilities, islamic financial literacy, and halal orientation driving online MSME sustainability. *Journal Economic Business Innovation*. <https://doi.org/10.69725/jebi.v2i3.317>
- Diana, Mariana, Kusumo, Y. W., Irawan, Y., Rahmad, & Arifai, M. (2025). Islamic values, digital marketing, and purchase intention: Their impact on the preservation of local wisdom in halal MSMEs in aceh. *Journal of Islamic Economic and Business Research*. <https://doi.org/10.18196/jiebr.v5i2.392>
- Ezizwita, E., Srihasnita, R., Maivalinda, M., Firsta, F., Oktovia, N., & Agustin, F. (2024). Wisata syariah dan strategi pengembangannya di era digital pada beberapa tempat wisata di sumatera barat. *Jurnal Ekonomi Dan Bisnis Dharma Andalas*. <https://doi.org/10.47233/jebd.v26i2.1570>
- Fadila, N., & Mareta, E. S. (2025). ONLINE TRADING AND DIGITAL MARKETING BASED ON ISLAMIC PRINCIPLES. *Proceeding of The International Seminar on Business, Economics, Social Science and Technology (ISBEST)*. <https://doi.org/10.33830/isbest.v5i1.6362>
- Fikri, A. K., Mufidah, I., Tinggi, S., Islam, A., Pekalongan, K. A., Kunci, K., Profesi, D. M. P. E., & Halal, M. (2025). Urgensi etika profesi dalam digital marketing produk halal di kalangan milenial. *JURNAL EKONOMI SYARIAH*. <https://doi.org/10.64994/silah.v2i1.25>
- Halfaoui, A., & Amar, M. (2025). The strategic impact of islamic branding and marketing on muslim consumer behavior: A comparative and longitudinal study in malaysia and selected OIC countries. *ICIEFS Proceeding*. <https://doi.org/10.30983/iciefs.v3i1.909>
- Halim, H., Ramli, M., Kesuma, T., & Siregar, M. (2026). Building consumer value, satisfaction, and loyalty from an islamic marketing perspective. *International Journal of Kita Kreatif*. <https://doi.org/10.24815/ijkk.v3i2.1482>
- Hidayat, C., Ariza, R., Fadillah, A., Reza, M., & Amali. (2024). Sharia marketing in business: Paradigm, ethics and implementation of islamic principles. *Indonesian Journal of Contemporary Multidisciplinary Research*. <https://doi.org/10.55927/modern.v3i4.9785>
- Hofifah, H., & Suhaimi, R. (2026). Affiliate marketing in increasing consumer interest in online shopping: A sharia economic perspective. *Journal of Islamic Economics*. <https://doi.org/10.58223/taamul.v4i2.491>
- Hussain, M. (2025). Strengthening global halal supply chains through shariah-compliant governance and digital traceability: Challenges and strategic opportunities in a globalized economy. *Journal of Islamic Finance and Economic Studies*. <https://doi.org/10.64268/jifes.v1i2.64>
- Jailani, N., Andrean, R., Anwar, K., & Gunawan, M. A. (2024). MSMES MARKET EXPANSION STRATEGY: SYNERGY OF HALAL CERTIFICATION AND DIGITAL MARKETING. *Tadayun: Jurnal Hukum Ekonomi Syariah*. <https://doi.org/10.24239/tadayun.v5i2.346>

- Listiawati, Afif, M., Rahmani, Z., Listiawati, M., Afif, Z. F., & Rahmani, T. (2025). Implementation of islamic marketing ethics at bank mega syariah sub-branch office (KCP) Palembang. Indonesian Journal of Multidisciplinary Sciences (IJoMS). <https://doi.org/10.59066/ijoms.v4i1.1267>
- Lubis, U. S., Wulandari, N., Wahyudi, I., Widiyanto, A., Wibowo, E. A., Hakim, L., Apriyansyah, B., Hardiati, N., Swastika, A. Y., & Meyzia, B. (2025). Digital marketing strategies in expanding the market for MSME creative products in indonesia—state of art. *Frontiers in Communication*. <https://doi.org/10.3389/fcomm.2025.1647391>
- Magfiroh, D., & Komarudin, K. (2025). Transformation of the local muslim fashion industry through e-commerce in ASEAN. *International Journal of Social Research*. <https://doi.org/10.59888/insight.v3i2.68>
- Malasyi, S., Soehardi, D. V. L., & Yusrizal, Y. (2025). Ai-driven predictive analytics n the metaverse era: Forecasting halal consumption trends within the framework of islamic marketing. *Indonesian Journal of Islamic Economic and Finance*. <https://doi.org/10.37680/ijief.v5i2.9409>
- Mardatillah, A., Yuliani, S., Ghani, M. M., & Rosmayani, R. (2025). Digital marketing strategy across cultures: Algorithmic bias, local media, MSME performance, indonesia & malaysia. *International Journal of Innovative Research and Scientific Studies*. <https://doi.org/10.53894/ijirss.v8i2.6233>
- Mariana, M. (2025). PRINCIPLES OF ISLAMIC BUSINESS ETHICS IN ONLINE BUSINESS: A SHARIA COMPLIANCE FRAMEWORK AND SCORECARD FOR e-COMMERCE PLATFORMS. *ShariaBiz International Journal of Economics & Business*. <https://doi.org/10.36679/q1nj2a57>
- Mariana, M., Hidayat, A. R., & Tondoyekti, K. (2026). Islamic business ethics as a mediator between service quality, loyalty, and consumer satisfaction: Evidence from sharia marketplaces in west nusa tenggara. *JURNAL ECONOMINA*. <https://doi.org/10.55681/economina.v5i5.2340>
- Marlina, Wargo, & Kuswanto. (2025). Implementation of islamic business ethics in marketing sofa products at ACC furniture jambi. *Zabags International Journal of Islamic Studies*. <https://doi.org/10.61233/zijis.v2i1.34>
- Maulana, M., Siradjuddin, S., Lutfi, M., & Galib, M. (2025). Halal product promotion strategy in the digital era. *Jurnal Aplikasi Manajemen, Ekonomi Dan Bisnis*. <https://doi.org/10.51263/jameb.v9i2.252>
- Maulidizen, A., Johari, J., Maghfirah, M., Roosiani, A. P., Iman, M. Z., & Rizapoor, H. (2024). The fear of missing out (FOMO) and islamic consumer ethics: Examining gen z behavior through a sharia and moral lens. *Madania*. <https://doi.org/10.29300/madania.v28i2.5902>
- Mukminatul, D., & Susanto, I. (2024). Determinants of customers using the pegadaian syariah digital service (PSDS) application: Review of islamic business ethics. *Islamic Banking and Finance*. <https://doi.org/10.24042/al-mashrof.v5i1.22967>
- Muslimin, J., Lubis, S., Putra, R., Nahartini, D., & Wafa, A. (2022). Islamic branding and digital marketing: A strategy to attract muslim consumers buying interest. *Proceedings of the 4th International Colloquium on Interdisciplinary Islamic Studies in Conjunction with the 1st International Conference on Education, Science, Technology, Indonesian and Islamic Studies, ICIIS and ICESIIS 2021, 20-21 October 2021, Jambi, Indonesia*. <https://doi.org/10.4108/eai.20-10-2021.2316313>
- Nurdiana, S., Halimah, Basofitrah, A., Afyah, M. D., & Shaifani, M. E. (2025). Building consumer trust in digital markets: The role of sharia-compliant business ethics in online transactions. *Jurnal Manajemen Bisnis*. <https://doi.org/10.66931/jmb-47>
- Putri, N. A., Kiptiyah, M., Oktanti, R. A., Rojana, S. E., Hidayatullah, S., & Iman, A. K. N. (2025). The impact of influencer marketing on halal product purchase decisions: An analysis in the digital era. *Interkoneksi: Journal of Computer Science and Digital Business*. <https://doi.org/10.61166/interkoneksi.v3i2.81>
- Rachmawati, M., Widagdo, T., -Sudiyono, S., Nurcahyo, S., & Ali, A. (2023). Implementation of digital marketing strategy in MSME development in candisari ungaran village. *Jurnal Indonesia Sosial Sains*. <https://doi.org/10.59141/jiss.v4i08.863>
- Rahim, A., Barito, R. A., Nurdin, A., Fauzan, M., Ilham, N., & Latipah, A. J. (2025). Strategies for halal product validation and MSME collaboration to enhance the competitiveness of local snacks in the digital era. *Journal of Empowerment and Community Service (JECSR)*. <https://doi.org/10.53622/jecsr.v4i2.356>
- Sanawi, S., Itang, I., Peristiwo, H., & Anugrah, A. T. (2026). ARTIFICIAL INTELLIGENCE AS AN ENABLER OF THE HALAL BUSINESS INDUSTRY 4.0: OPPORTUNITIES, CHALLENGES, AND ETHICAL IMPLICATIONS. *International Journal Mathla'ul Anwar of Halal Issues*. <https://doi.org/10.30653/ijma.202661.175>

- Setiany, E., Hidayah, N., Setiyawati, H., Listyaningsih, F., Feriyanto, D., Ramadhan, K., Zamzami, A. H., Rahayu, M., & IH, M. H. (2025). Fostering of halal culinary products through marketing innovation for MSME partners in meruya selatan village. *Dinamisia : Jurnal Pengabdian Kepada Masyarakat*. <https://doi.org/10.31849/dinamisia.v9i2.24679>
- Sihombing, V. D. R., Sikki, N., Avrilya, R., Maulida, V. W., Suri, B. S. J., & Muhtar, M. (2025). Ethical commerce in the 21st century: An analytical study of islamic business ethics in global and digital markets. *RIGGS: Journal of Artificial Intelligence and Digital Business*. <https://doi.org/10.31004/riggs.v4i4.2243>
- Suganda, A. D., Amalia, E., Maksum, M., & Rohim, N. (2025). Digital transformation in indonesian halal industrial zones. *Journal of Islamic Economics and Finance Studies*. <https://doi.org/10.47700/jiefes.v6i1.10834>
- Suleiman, A., Adamu, A., & Adamu, S. (2025). The adoption of digital marketing by MSMEs selling halal products: Opportunities and challenges. *Malacca: Journal of Management and Business Development*. <https://doi.org/10.69965/malacca.v2i2.207>
- Suraya, I., & Zulfikar, F. (2025). Influencer marketing strategy in sharia marketing: A review from the perspective of ethics and sharia values. *El-Barka Journal of Islamic Economics and Business*. <https://doi.org/10.21154/elbarka.v8i1.11301>
- Utari, R., Roring, M. H. L., Hidayah, N., & Munawaroh, A. (2025). Analyzing the role of digital marketing attributes on students' intention to purchase halal products. *Indonesian Journal of Islamic Business and Economics*. <https://doi.org/10.32424/1.ijibe.2025.7.2.18632>