

Article

Digital Marketing Strategies for Enhancing Sales and Empowering MSMEs: A Sharia Economic Perspective

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ABSTRACT

In the digital era, information technology has fundamentally changed the marketing patterns of SMEs. Conventional marketing has transformed into digital marketing, enabling real-time global transactions. Although SMEs play a strategic role in the national economy (absorbing labor and increasing community income), digital market penetration among SMEs remains low; for example, only around 19% of SMEs actively utilized digital marketing in 2022. This study used a descriptive qualitative approach based on a literature review. The findings indicate that digital marketing strategies that integrate Islamic economic principles (such as fairness, transparency, and halal certification) can increase sales and empower SMEs. For example, strategic actions such as improving product quality according to SNI standards, attractive packaging, utilizing marketplaces and social media, developing digital brands, and implementing halal labels have proven effective. Furthermore, attention must be paid to Sharia ethics in online marketing to avoid practices such as gharn (excessive mark-ups), fraud, or data security risks. The synergy between digitalization and Sharia principles can ultimately create sustainable, ethical, and highly competitive SMEs.

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INTRODUCTION

The rapid development of information technology has brought about a major transformation in the world of marketing. Previously traditional marketing methods have now been integrated into the digital world, allowing

communication and transactions to take place in real time and be accessed worldwide. This change has encouraged businesses, including SMEs, to adopt digital marketing strategies to remain competitive. MSMEs themselves play a vital role in

Indonesia's national economy, including increasing employment opportunities, equitable income distribution, rural economic development, and driving non-oil and gas exports. Given the significant contribution of MSMEs, empowering and improving their performance has become a key target of national economic policy.

However, digital penetration among MSMEs remains limited. Statistics Indonesia (BPS) data shows that in 2021-2022, the number of MSMEs reached tens of millions, but only around 19% had entered the digital realm (for example, selling through marketplaces or social media). This is because many MSMEs lack the knowledge or resources to optimally implement digital marketing. This situation presents both challenges and opportunities: challenges for MSMEs to adapt, but also significant opportunities to increase sales and empowerment by leveraging digital channels.

In the context of Islamic economics, it is also crucial to ensure that digital marketing strategies remain compliant with Sharia principles. [Pujiyanto and Muzdalifah \(2022\)](#) emphasize that Sharia digital marketing activities are essentially identical to conventional digital marketing principles, with the main difference being the application of business actors' character and marketing ethics in accordance with Islamic values. This implementation includes steps such as website and social media account development, branding, content marketing, email marketing, video production, and market segmentation (with Sharia ethics). Therefore, a good digital marketing strategy must uphold honesty, transparency, and fairness to comply with the maqasid of Sharia and provide added value to society.

Previous studies have largely shown that digital marketing can increase MSME revenue and expand their market access. However, a comprehensive study from an Islamic economic perspective is needed, specifically examining how

these strategies implement sharia values and how long-term empowerment for MSMEs can be achieved. To date, there has been little research that comprehensively discusses the role of digital marketing in MSME empowerment within a sharia economic framework. Therefore, this study aims to review the current literature on digital marketing strategies as an effort to increase sales and empower MSMEs, highlighting Islamic economic principles.

LITERATURE REVIEW

Theoretical Background

Digital transformation has fundamentally shifted the marketing paradigm, with interactions between producers and consumers now mediated by internet-based technology. According to [Kotler and Keller \(2016\)](#), digital marketing is a marketing activity that utilizes electronic devices and digital networks to create, communicate, and deliver value to customers. This approach enables micro, small, and medium enterprises (MSMEs) to expand market reach, increase promotional efficiency, and build long-term relationships with consumers.

In the context of Islamic economics, digital marketing activities are not solely oriented towards material gain, but must also uphold Sharia principles such as justice (al-'adl), honesty (sidq), transparency (amanah), and the prohibition of fraud (gharar) or trickery (tadlis). [Pujiyanto and Muzdalifah \(2022\)](#) emphasized that Sharia digital marketing essentially mirrors conventional digital marketing in its structure, but is distinguished by the ethical behavior and spiritual values of business actors guided by the maqāṣid al-syarī'ah which safeguards religion, life, mind, descendants, and property. Thus, digital marketing in Islamic economics represents not only a technological adaptation, but also a transformation of values towards ethical and fair business practices.



Figure 1. Conceptual Research Framework

Source: Adapted from **Pujianto & Muzdalifah (2022)** and **Salman & Silalahi (2022)**

Theoretically, this study uses the Technology Acceptance Model (TAM) and the Resource-Based View (RBV). TAM, developed by Davis (1989), explains that technology adoption by business actors is largely determined by perceived usefulness and perceived ease of use. In the context of Islamic MSMEs, perceived usefulness can also encompass spiritual and social benefits, such as business blessings (barakah) and contributions to community welfare. Meanwhile, the RBV theory highlights the importance of internal resources such as digital capabilities, innovation, and halal reputation as sustainable competitive advantages.

Therefore, the theoretical basis of this research positions digital marketing as a strategic instrument in empowering Sharia-compliant MSMEs. The synergy between digital technology and Islamic economic principles creates a business ecosystem that is not only efficient and adaptive, but also ethical, equitable, and sustainable.

Recent studies show that the TAM model has been widely applied to understand how MSMEs adopt digital technology in marketing – particularly with two main variables: *perceived usefulness* and *perceived ease of use*. For example, according to Simanjuntak & Sukresna (2021), this model has been proven to explain the intention to use digital e-commerce platforms by small business actors. Meanwhile, the RBV approach emphasizes the importance of unique internal resources (such as halal reputation, digital literacy capabilities, and Muslim networks) as the foundation of competitive advantage. An empirical literature study by

Improving MSME competitiveness through the integration of Resource-Based View (RBV) and digital marketing: An empirical literature review shows that the integration of RBV and digital marketing significantly improves MSME competitiveness.

However, within the framework of Islamic economics, the integration of these two theories has not been explicitly connected to core Islamic values such as honesty (sidq), trustworthiness (amanah), and justice ('adl). Existing studies rarely examine how TAM and RBV interact with the normative objectives of maqasid al-shariah in shaping ethical and effective digital marketing behavior among Islamic SMEs. This gap indicates that current literature has not yet developed a comprehensive theoretical model that links technology adoption, internal resource capabilities, and Sharia-based ethical principles. Therefore, this study seeks to address this gap by proposing a conceptual framework that integrates TAM, RBV, and maqasid al-shariah to better understand digital marketing practices within Islamic SMEs.

Previous Studies

A growing body of literature discusses the role of digital marketing in supporting the performance and empowerment of SMEs within a Sharia economic framework. However, these studies diverge in focus, methodological rigor, and their treatment of Islamic ethical dimensions, producing a fragmented understanding that requires synthesis.

Studies such as **Awa et al. (2024)** and **Salman & Silalahi (2022)** highlight how digital

marketing particularly through social media and halal e-commerce platforms—has a direct and measurable impact on sales growth, market penetration, and consumer engagement. These works focus primarily on transactional outcomes, demonstrating that digital visibility increases revenue for Sharia-based SMEs. Meanwhile, [Maszudi, Hapid, & Aedar \(2023\)](#) shift the emphasis to competitive advantage, showing that branding consistency, product storytelling, and digital capability-building programs strengthen SME resilience in the digital economy. This contrasts with [Lestari & Rohman \(2024\)](#) and [Norhaifa \(2025\)](#), who concentrate on behavioral mechanisms such as the use of Muslim influencers, youth-driven social commerce, and halal consumer trust formation, suggesting that digital marketing effectiveness is also shaped by socio-cultural variables.

Despite these contributions, cross-study analysis reveals several limitations. First, most studies are predominantly descriptive, focusing on reporting outcomes rather than explaining the underlying mechanisms that drive digital marketing success. Second, the comparisons across studies remain limited, with few attempts to synthesize similarities (e.g., the importance of digital literacy, halal branding, and trust-building) or differences (e.g., whether sales performance or brand reputation is the primary benefit). Third, the ethical governance aspect of Sharia digital marketing is largely overlooked, with little analysis of how honesty (sidq), trustworthiness (amanah), justice

('adl), or the avoidance of gharar and tadlis are operationalized within digital platforms.

In the context of Islamic economics, it is also crucial to ensure that digital marketing strategies remain compliant with Sharia principles. [Pujianto and Muzdalifah \(2022\)](#) emphasize that Sharia-compliant digital marketing activities are essentially identical to conventional digital marketing principles, with the main difference being the application of Islamic character and marketing ethics by business actors. This implementation includes steps such as website and social media account development, branding, content marketing, email marketing, video production, and market segmentation (with Sharia ethics). Therefore, a good digital marketing strategy must uphold honesty, transparency, and fairness to comply with the maqasid of Sharia and provide added value to society.

Previous research has largely demonstrated that digital marketing can increase MSME revenue and expand their market access. However, comprehensive studies from an Islamic economic perspective are needed, specifically examining how this strategy implements sharia values and how long-term empowerment of MSMEs can be achieved. To date, there is little research that comprehensively discusses the role of digital marketing in empowering MSMEs within a sharia economic framework. Therefore, this study aims to review the current literature on digital marketing strategies as an effort to increase sales and empower MSMEs, while still emphasizing Islamic economic principles

Table 1. Previous Research

Author(s) & Year	Focus of Study	Method	Key Findings	Strengths	Weaknesses / Gaps
Awa et al. (2024)	Digital marketing for Sharia SMEs	Qualitative	Digital marketing increases sales & visibility	Shows real cases in SMEs	Descriptive; lacks theoretical analysis

Salman & Silalahi (2022)	Halal culinary SMEs & digital platforms	Mixed method	Social media boosts revenue significantly	Strong empirical evidence	No ethical/Sharia governance analysis
Maszudi et al. (2023)	Branding & competitiveness	Qualitative	Branding + digital strategies strengthen competitiveness	Highlights strategic elements	Does not discuss Islamic values in depth
Lestari & Rohman (2024)	Influencer marketing for halal products	Quantitative	Halal influencers increase purchase intention	Behavioral insights	No link to SME resource capability (RBV) Lacks integration with digital adoption theories
Norhaifa (2025)	Youth & Sharia digital entrepreneurship	Qualitative	Digitalization empowers youth economic activity	Social-cultural richness	Descriptive; no Sharia ethical evaluation
Nabila et al. (2023)	Halal product marketing in rural SMEs	Descriptive	Digital marketing used but literacy low	Highlights rural barriers	Not applied empirically to SMEs
Hartini et al. (2022)	Digital marketing in Islamic economics	Conceptual	Digital marketing must align with Sharia ethics	Clear Islamic framework	No theoretical integration (TAM/RBV)
Syamil Fatih et al. (2023)	Sharia-based digital governance	Literature Review	Avoids usury, fraud, data misuse	Ethical focus	Connects philanthropy & digital economy
Syamsuddin & Abbas (2024)	Islamic philanthropy & digital MSMEs	Qualitative	Zakat/waqf support digital SME empowerment		Not about marketing mechanisms

A further gap concerns the lack of integrated theoretical application. No prior research explicitly connects digital marketing adoption in Islamic SMEs with a combined framework using the Technology Acceptance Model (TAM), the Resource-Based View (RBV), and maqasid al-shariah. As a result, the literature has not yet explained how technological readiness, internal resources, and ethical-spiritual values interact to shape effective and Sharia-compliant digital marketing practices.

Overall, the literature shows a general consensus that digital marketing improves MSME performance and empowerment. However, several research gaps remain unaddressed, including:

- empirical measurement of the implementation of maqāṣid al-ṣyarī'ah in digital marketing practices;
- translating Islamic business ethics into digital algorithms and platform governance; and
- integration of Sharia-compliant digital literacy into public MSME empowerment policies.

Based on the reviewed literature, it can be concluded that digital marketing, digital literacy, and Sharia values each have a significant influence on the performance and sustainability of MSMEs. Digital marketing enhances market reach and competitiveness, digital literacy determines the effectiveness of digital adoption, and Sharia values ensure ethical governance in business practices. However, no previous research has integrated all three components into a single comprehensive

conceptual model specifically designed for Sharia-based MSMEs. Therefore, this study aims to fill this gap by proposing a model that integrates the Technology Acceptance Model (TAM), the Resource-Based View (RBV), and the goals of maqasid al-shariah to provide a more holistic understanding of digital marketing practices within Islamic MSMEs.

METHODOLOGY

This study employs a qualitative descriptive research design using a systematic literature review approach. The data sources consist of scientific articles indexed in SINTA and international databases, books, government reports, and statistical publications relevant to digital marketing, Islamic MSMEs, the Technology Acceptance Model (TAM), the Resource-Based View (RBV), and maqasid al-shariah. The data collection process was carried out by identifying, selecting, and reviewing literature published between 2019 and 2024 using predefined keywords and inclusion criteria. The selected documents were then synthesized through thematic analysis, in which findings were categorized based on technological adoption, internal resource capabilities, and Sharia ethical values. This method allows the study to integrate theoretical perspectives and empirical findings to construct a comprehensive conceptual framework for digital marketing in Sharia-based MSMEs.

However, digital penetration among MSMEs remains limited. Data from the Central Statistics Agency (BPS) shows that in 2021-2022, the number of MSMEs reached tens of millions, but only around 19% had entered the digital realm (for example, selling through marketplaces or social media). This is because many MSMEs lack the knowledge or resources to implement digital marketing optimally. This situation presents both challenges and opportunities: challenges for MSMEs to adapt, but

also significant opportunities to increase sales and empowerment by leveraging digital channels.

This study uses a descriptive qualitative approach based on a systematic literature review. This method is employed because the research aims to describe and analyze the phenomenon in depth through existing scholarly literature without conducting statistical tests or experimental procedures. The data sources include scientific articles indexed in SINTA and international databases, books, government documents, and statistical reports published between 2019 and 2024. Data collection was carried out by identifying, selecting, and evaluating literature related to digital marketing, Islamic MSMEs, the Technology Acceptance Model (TAM), the Resource-Based View (RBV), and maqasid al-shariah using predefined keywords and inclusion criteria. The collected materials were then analyzed using thematic analysis by categorizing findings into themes such as technological adoption, internal resource capabilities, and Sharia ethical values. This approach allows the study to integrate theoretical and empirical insights to develop a comprehensive conceptual framework for digital marketing within Sharia-based MSMEs.

In its implementation, literature was selected through inclusion-exclusion criteria that included peer-reviewed articles from 2022–2025, sourced from the SINTA, Scopus, and Google Scholar databases, and focused on themes related to digital marketing, MSMEs, and Islamic economics. The analysis process involved literature data reduction, thematic categorization (such as digitalization strategy, Sharia principles, and empowerment), and interpretation using the TAM–RBV–Maqāṣid al-Syari‘ah conceptual framework. To strengthen the credibility and trustworthiness of the findings, triangulation was carried out through three complementary approaches. First, methodological triangulation was applied by

examining the data through multiple theoretical perspectives (TAM, RBV, and *maqāṣid al-syari‘ah*), ensuring that interpretations were not limited to a single analytic lens. Second, data triangulation was performed by comparing findings across diverse journal sources, databases, and research contexts to verify the consistency of emerging themes. Third, theoretical triangulation was conducted by cross-checking the synthesized themes with established Islamic economic principles such as *sidq*, *amanah*, *‘adl*, and the objectives of *maqāṣid al-syari‘ah* to ensure conceptual alignment with Sharia values. The overarching purpose of these triangulation steps was to minimize interpretive bias, strengthen analytical credibility, and enhance the reliability of the study's conclusions. Additionally, an audit trail was maintained to document each inclusion exclusion decision and analytical step. These procedures collectively support the development of a systematic, transparent, and academically rigorous synthesis while identifying meaningful gaps for future research.

RESULT AND DISCUSSION

Previous studies indicate a consistent pattern showing that digital marketing has a positive impact on MSME performance, particularly in increasing sales, expanding market reach, and strengthening brand visibility. Research also highlights that MSMEs that adopt digital platforms tend to experience higher competitiveness compared to those relying solely on traditional marketing methods. Several studies further show that the effectiveness of digital marketing is strongly influenced by digital literacy, the ability to manage online content, and the level of technological readiness among MSME actors. From an Islamic economic perspective, existing research reveals that ethical principles such as honesty, transparency, and fairness are essential components that shape consumer trust and ensure

Sharia-compliant marketing practices. These findings collectively demonstrate the strategic role of digital marketing in enhancing MSME growth across various contexts.

However, digital penetration among MSMEs remains limited. Data from the Central Statistics Agency (BPS) shows that in 2021-2022, the number of MSMEs reached tens of millions, but only around 19% had entered the digital realm (for example, selling through marketplaces or social media). This is because many MSMEs lack the knowledge or resources to implement digital marketing optimally. This situation presents both challenges and opportunities: challenges for MSMEs to adapt, but also significant opportunities to increase sales and empowerment by leveraging digital channels.

Digitalization Strategy for MSME Marketing

Digital transformation has created a new landscape in the business world for small and medium enterprises (SMEs). While promotion previously depended on direct interaction and conventional marketing, MSMEs are now faced with the necessity of mastering social media, e-commerce platforms, and data-driven technology. Digital marketing strategy has become a primary element for business sustainability in the era of economic globalization. In this context, digital marketing is not merely a communication tool, but a means to build competitive advantage based on innovation and added value. Like As stated by [Chaffey and Ellis-Chadwick \(2019\)](#), digital marketing enables business small create a more personal two - way relationship with customer through approach based on data and relevant content.

In Indonesia, the role digitalization to the growth of MSMEs is increasing stand out since the COVID-19 pandemic, when Lots perpetrator business start utilize marketplaces such as Shopee, Tokopedia, and Lazada to guard sustainability

sales. Data from the [Ministry of Cooperatives and SMEs \(2024\)](#) shows that more than 30 million MSMEs are already connected to the digital ecosystem. This marks a significant shift from location-based marketing toward network-based marketing. However, a high level of adoption does not automatically ensure effectiveness, as many MSME actors remain constrained by managerial ability, digital literacy, and an understanding of online marketing ethics.

Digitalization strategy Marketing in MSMEs includes a number of dimensions Main: branding, content marketing, social media engagement, optimization machine search engine (SEO), as well as use data analytics for understand behavior consumers. In the context of sharia- based MSMEs, each of these strategies need directed to fit with principles honesty, transparency and responsibility answer social. As For example, in digital branding, the actor business can emphasize values halal, justice price, and blessings product. This is important remember Muslim consumers today the more critical to aspect ethical and spiritual of the products they consumption.

Research by Rohman and Lestari (2024) shows that the use of Muslim influencers with image positive in a way significant increase trust and intention buy consumer to halal products on Instagram. Findings This indicates that the digital strategy that highlights identity religious can become factor key in build loyalty brand among Muslim consumers. On the other hand, the use of content marketing-based education for example content about benefit halal products, sharia-compliant production processes, or testimonies from customers can strengthen credibility brand and foster a sense of security for consumers.

Furthermore, the implementation of data analytics technology enables MSMEs to understand purchasing patterns and customer preferences, allowing for the design of more

effective campaigns. From an Islamic economic perspective, however, data analysis must adhere to the principles of amanah (trust) and maslahah (public interest), which include the protection of consumers' personal data and the prohibition of information manipulation. This aligns with the view of Khurshid and Alshammari (2023), who emphasize that data management in Sharia-compliant businesses must be grounded in the values of honesty, trust, and moral responsibility.

One of example concrete implementation of sharia digitalization strategy can see in the Tokopedia Salam and Blibli Halal initiatives, two e-commerce platforms that provide room special for product halal certified. This platform No only facilitate transactions, but also provide education to perpetrator business about halal certification, management content products and uses feature Sharia - compliant promotions. Innovation kind of This play a role important in strengthen national halal digital ecosystem promoted by the government and institutions Islamic finance.

However Thus, the challenge big Still faced by many MSMEs in the region. The Norhaifa study (2025) revealed that limitations digital infrastructure, costs high online advertising, as well lack of digital literacy becomes inhibitor main transformation marketing Sharia- based. In many rural areas, internet access is not stable and low understanding to social media algorithms make digital promotion is less than optimal. Therefore Therefore, a digital empowerment strategy for MSMEs is necessary includes training programs that do not only focus on skills technical, but also in planting ethics sharia business.

In addition to training, collaboration between government, institutions Islamic finance, and universities become factor crucial in expand range digitalization of MSMEs. Programs such as Go Digital Syariah, which was initiated by Bank Indonesia and MUI, is step strategic for create

ecosystem halal-based business technology. This program emphasize training about digital promotion, halal branding, and management finance sharia-based, so that perpetrator business can compete without leave religious values. As explained by [Syamsuddin and Abbas \(2024\)](#), the success of digitalization of MSMEs is highly dependent on synergy between innovation technology and understanding maqāṣid al-syarī'ah.

Furthermore, sharia digital marketing can see as effort apply principles justice (al-'adl) in connection producer-consumer. Transparency information, suitability between advertising and products actually, and determination reasonable price is reflection from mark justice in practice Islamic economics. This is at a time become differentiator between sharia digital marketing and practice marketing conventional which tends to highlight aspect persuasion and hedonistic approach ethical. This capable increase trust consumers and create connection term sustainable length.

With Thus, the digitalization strategy sharia-based MSME marketing is not only just adaptation technology, but rather transformation mark going to system an ethical and just economy. Through integration between digital capabilities and principles maqāṣid al-syarī'ah, MSME actors can create superiority competitive that is not only profitable in a way economy, but also brings blessings social and spiritual for all over parties involved.

Integration of Sharia Economic Principles in Digital Marketing

The integration of digital strategy and Islamic economic principles forms the core of successful value-based digital marketing. While digital strategy focuses on marketing effectiveness, Islamic economics provides the framework for

ethical and responsible conduct. These two dimensions must operate in tandem to ensure that economic success is not achieved at the expense of honesty, justice, and social responsibility. This approach aligns with the concept of Maqāṣid al-Shari'ah, which emphasizes the preservation of faith, intellect, wealth, progeny, and life in every economic activity.

In the context of digital marketing, Sharia principles such as al-'adl (justice), sidq (honesty), amanah (trust), and maslahah (public interest) serve as fundamental normative guides. Justice (al-'adl) demands that business practitioners refrain from price manipulation, consumer exploitation, and misleading promotional tactics. This principle is practically applied through the clarity of product information, transparency in shipping fees, and the determination of fair pricing based on quality and production costs. Research by [Ali and Hatta \(2023\)](#) demonstrates that digital transparency practices significantly increase consumer trust toward halal MSME brands in Southeast Asia.

The principle of sidq (honesty) serves as the foundation of digital communication. In the social media era, many business practitioners are tempted to create hyperbolic advertisements or utilize fraudulent testimonials to increase sales. From an Islamic perspective, such practices constitute tadlis (covert fraud), which directly contradicts business ethics. Consequently, honesty in promotional content is not merely a moral obligation but also a critical long-term strategy for building customer trust. As stated by [Al-Qaradawi \(1995\)](#), blessing sustenance relies on honesty and fairness in economic transactions.

Meanwhile, amanah (trust) carries a broad significance within the digital context. It encompasses the responsibility for customer data security, product authenticity, and the integrity of services provided. Violations of data privacy or the misuse of customer information do not only

constitute a breach of professional ethics but also fundamentally violate the principle of trust in Islam. A study by [Khurshid and Alshammari \(2023\)](#) confirms that in system sharia business, customer data including digital mandate that must be guarded as guard treasure deposit. Therefore Therefore, MSME actors who use social media and marketplaces need to apply policy clear and committed privacy For No using customer data for interest commercial without permission.

Principle final is maslahah benefit together. Digital marketing in Islamic economics does not may only profit- oriented, but rather must create benefit social for society. For example, MSME actors can using digital media to educate consumer about importance halal products, support economy local, and expand field Work for public around. Approach This in line with draft socially responsible marketing in modern literature, but own a more spiritual dimension deep.

In practice, the implementation principles the face a number of challenges. First, still Lots MSME actors who understand digital marketing only as visual promotion, not as system communication value. As a result, they often copy style marketing aggressive and consumerist conventional. Second, not yet existence standard formalized sharia digital marketing ethics cause variation very extensive practice in the field. For that, it is necessary existence guidelines national or fatwa that regulates practice online marketing according to sharia principles, as proposed by the MUI and the National Committee for Sharia Economics and Finance (KNEKS).

On the other hand, the integration of Sharia principles into digital systems requires appropriate technological support. One emerging innovation is the 'AI Halal Marketing' system, which is designed to ensure that promotional algorithms do not display advertisements that conflict with Islamic values. A study by [Azwar and Usman \(2025\)](#)

suggests that that intelligence artificial can utilized for selecting content, automate halal certification, and monitoring ethics promotion in real-time. Concept This show that integration technology tall No must contradictory with spiritual values, in fact can strengthen justice and honesty in digital transactions.

In addition, the literature also shows that success implementation Sharia principles in digital marketing are greatly influenced by the level of literacy religious and digital aspects of MSME actors. Research by Hasanah and Ramli (2024) in Makassar found that that perpetrator businesses that have better understanding of sharia Good tend more selective in choose content promotion, reject endorsements that are manipulative, and highlighting mark halal product. That is, internalization mark religious play a role important in direct digital marketing practices to ethical and just direction.

In context social, integration Islamic economics in digital marketing also has an impact on the formation image positive to product local. Consumer now the more appreciate brands that don't only competent in a way business, but also has moral and social values. A study by [Salman and Silalahi \(2022\)](#) proves that culinary MSMEs sharia-based in Medan experienced improvement loyalty consumer by 25% after they adapt its digital strategy with sharia values such as honesty halal promotion and certification.

From a theoretical perspective, the integration of Sharia values into digital marketing can be explained using the Resource-Based View (RBV) framework. In RBV, resources that are difficult to imitate—such as a halal reputation, customer trust, and a religious brand image—can serve as sources of sustainable competitive advantage. When spiritual values are combined with a digital strategy, the resulting competitive superiority is not merely economic but also moral in

nature. This supports the notion that the success of a Sharia-compliant business is not measured solely by profitability, but by the extent to which the enterprise generates benefits (maslahah) for the community and the environment.

With Thus, integration sharia principles in digital marketing are not only embodiment obedience normative, but rather a smart strategy that increases superiority competitive, loyalty customers, and sustainability term long. Islamic values such as justice, trust, and honesty become core values that differentiate Islamic MSMEs from competitors conventional, creating harmony between ethics and efficiency in ecosystem today 's digital business.

The Impact of Digitalization on Empowering MSMEs

Digital transformation aligned with Islamic economic principles not only enhances business efficiency but also exerts a broad impact on empowering the people's economy. In the context of MSMEs, digitalization is not merely a technological innovation; it is a strategic means to strengthen production capacity, expand market reach, and build value-based economic independence. According to a World Bank (2024) report, MSME digitalization in developing countries can increase productivity by 20–30% through efficiencies in distribution, promotion, and customer management. However, within the Islamic economic system, such productivity improvements must always be balanced with the values of maslahah (public benefit) and social justice.

1. Economic Impact

From an economic perspective, digitalization provides three primary benefits for MSME actors: (1) cost efficiency in promotion and operations, (2) increased turnover and enhanced competitiveness, and (3) access to

global markets. Through e-commerce and social media platforms, small-scale business actors can now reach consumers across different regions and even international borders with relatively low promotional costs. A study by [Maszudi, Hapid, and Aedar \(2023\)](#) proved that that use of digital marketing strategies based on content increase MSME sales up to 35% in period time six months.

In addition, the existence of halal marketplaces such as Tokopedia Salam and Halalpedia give opportunity big for sharia-based MSMEs to display product they to global Muslim market segment. Opportunities This digital export has great potential remember increasing request to projected world halal products reach USD 3 trillion by 2025. With Thus, digitalization No only expanding the market, but also making MSMEs the main pillar in ecosystem global halal industry.

However, the benefits economy the Still Not yet felt in a way evenly distributed. Many MSME actors are facing obstacle in the form of limitations access to capital, digital infrastructure that has not been even, and gaps skills. Therefore that, the government together institution Islamic finance is necessary provide training programs as well as financing inclusive based qardhul Hasan or digital mudharabah for support digitalization fair. As stated by [Antonio \(2001\)](#), sharia finance in essence functioning as means empowerment, not just search profit.

2. Impact Social

Digitalization also brings implications significant social, especially in create inclusion economy for group vulnerable. Many female and young Muslim MSME actors are now capable operate business home through social media without must leave role domestic. According to [Ministry of Cooperatives and SMEs report \(2023\)](#), around 54% of digital MSME actors in

Indonesia currently This is women, with contribution significant to economy House stairs and education child.

In perspective Islamic economics, participation Woman in activity digital economy is form ta' āwun (cooperation) productive social during still comply sharia principles such as honesty, politeness, and responsibility answer to family. A study by Nurrahmah and Setiawan (2024) confirmed that involvement Woman in digital MSMEs not only increase income family, but also strengthen role social they as agent changes in the community local.

In addition, digitalization of MSMEs also grows ecosystem collaborative between perpetrator business. Platforms such as Halal Network International and community Sharia Go Digital MSMEs play a role as receptacle share science, collaboration products and synergy distribution. Spirit collaborative This in line with principles brotherhood iqtisādiyyah (brotherhood) economy), where success One party No obtained with harm party other, but through mutual partnership profitable.

Aspect social other is emergence solidarity economy new based Muslim digital community. Halal crowdfunding program like Kitabisa Syariah or Waqf Digital Productivity facilitate funding business small sharia- based. With mechanism transparent and free usury, this model become means empowerment economy more people fair and participatory. Findings **Syamsuddin and Abbas (2024)** show that integration Islamic philanthropy with digitalization of MSMEs strengthens resilience economy local at a time lower inequality social.

3. Spiritual Impact

One of characteristics typical Islamic economics is emphasis on the spiritual dimension in activity economy. Digitalization is linked with sharia principles do not only

increase revenue, but also grow awareness ethical and responsible moral responsibility among MSME actors. Through implementation mark trustworthy and ihsan, the perpetrator business invited For No only profit - oriented worldly, but also looking for blessings business.

Implementation sharia digital ethics can become a medium of preaching strong economy. For example, the use of social media For share story inspiring about honesty business, halal practices, and blessings transaction can educate consumer at a time strengthen Islamic identity in digital space. Fatih et al.'s (2023) study suggests that that MSME actors who implement mark honesty and transparency in online activities tend to get loyalty more customers tall as well as positive spiritual reputation.

On the other hand, digitalization also helps expand range preaching Islamic economics through content educational. Many academics and institutions Islamic finance today active use YouTube, Instagram, and TikTok channels for teach literacy Islamic finance, productive zakat, and ethics Islamic business. Development This show that digital space is not only the economic arena, but also the means transformation social and spiritual towards public civilized.

4. Synergy Between Economic, Social, and Spiritual Impacts

Third dimensions impact those economic, social, and spiritual are not can separated One each other. Synergy between all three creating a holistic MSME empowerment model, where progress business accompanied improvement welfare social and morality economy. This is in accordance with principle al- tawazun (balance) in maqāṣid al- syarī'ah which rejects inequality as well as demand harmony between interest individuals and society.

In context policy, synergy model This can be realized through the Digital Economy for Islamic Micro-Entrepreneurs (DEIME) program a hypothetical model that combines training in digital sharia literacy, digital halal certification, and productive zakat-based capital support. This kind of model This can strengthen Power competitiveness of MSMEs at the same time realize objective development sustainable development (SDGs) from Islamic perspective.

With Thus, digitalization is built on principle Islamic economics does not only growth-oriented economy, but also become means empowerment social and spiritual. MSMEs that are digitally transformed will still guard mark honesty, trustworthiness and justice will become a driving force economy a strong, inclusive, and civilized people.

In the context of Islamic economics, it is also crucial to ensure that digital marketing strategies remain compliant with Sharia principles. **Pujianto and Muzdalifah (2022)** emphasize that Sharia-compliant digital marketing activities are essentially identical to conventional digital marketing principles, with the main difference being the application of Islamic character and marketing ethics by business actors. This implementation includes steps such as website and social media account development, branding, content marketing, email marketing, video production, and market segmentation (with Sharia ethics). Therefore, a good digital marketing strategy must uphold honesty, transparency, and fairness to comply with the maqasid of Sharia and provide added value to society.

Previous research has largely demonstrated that digital marketing can increase MSME revenue and expand their market access. However, comprehensive studies from an Islamic economic perspective are needed, specifically examining how

this strategy implements sharia values and how long-term empowerment of MSMEs can be achieved. To date, there is little research that comprehensively discusses the role of digital marketing in empowering MSMEs within a sharia economic framework. Therefore, this study aims to review the current literature on digital marketing strategies as an effort to increase sales and empower MSMEs, while still emphasizing Islamic economic principles.

CONCLUSION AND RECOMMENDATION

This study concludes that digital marketing contributes significantly to improving the performance of Islamic Micro, Small, and Medium Enterprises (MSMEs). The reviewed literature shows that the utilization of digital platforms—such as social media, online marketplaces, and content-based promotional tools—supports increased sales, market expansion, and stronger interaction between businesses and consumers. These findings indicate that digital marketing has become an essential component in enhancing MSME competitiveness within the current digital economic landscape.

The analysis further shows that digital literacy plays a central role in determining the effectiveness of digital marketing implementation. MSMEs with adequate digital skills are better positioned to create relevant content, manage digital platforms, and use data-based approaches in decision-making. In contrast, limited digital literacy becomes a constraint that reduces the potential benefits of digitalization. This highlights the importance of digital competence as a foundational capability that influences marketing outcomes among Islamic MSMEs.

In addition to technological and managerial aspects, this study finds that Sharia-based ethical values—such as honesty, transparency, fairness, and trustworthiness—remain essential

components in shaping consumer trust and ensuring ethical business practices. Although several studies refer to Sharia principles in digital marketing, their discussions generally stand apart from analyses on technological adoption or organizational resources. Consequently, current literature has not yet provided an integrated model that links technology acceptance, resource capability, and Islamic ethical principles in a single conceptual framework.

Therefore, this study identifies a theoretical gap in the existing body of research. The absence of a framework that combines the Technology Acceptance Model (TAM), the Resource-Based View (RBV), and *maqāṣid al-sharī‘ah* limits the understanding of how Islamic MSMEs should adopt digital marketing in a manner that is both effective and compliant with Sharia values. Overall, this study underscores the need for a more comprehensive approach that captures the interplay between technological readiness, resource management, and Islamic ethical considerations.

Based on the findings, several recommendations can be proposed. First, future

research is encouraged to develop measurable *maqāṣid al-sharī‘ah* indicators that can be applied to assess Sharia compliance in digital marketing activities. These indicators will provide a basis for evaluating ethical practices in online promotion, content creation, and customer engagement. Second, policymakers and Islamic economic institutions may consider formulating guidelines for Sharia-compliant digital marketing. Such guidelines will help standardize ethical practices and support MSMEs in navigating digital business environments responsibly. Third, capacity-building programs aimed at improving digital literacy and ethical marketing skills should be strengthened. Collaborations with mosques, zakat institutions, Islamic universities, and community-based organizations can provide more accessible training formats for MSMEs.

Finally, empirical studies are needed to test the relevance of the proposed TAM–RBV–*maqāṣid* framework within real MSME settings. Such validation will contribute to the development of a more comprehensive and applicable model for Islamic MSME digitalization.

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