

THE ROLE OF SOCIAL MEDIA IN ENHANCING THE MARKETING OF SHARIAH-BASED MSME PRODUCTS

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ABSTRACT

The development of digital technology has driven significant changes in marketing strategies, especially for Micro, Small, and Medium Enterprises (MSMEs). Social media has become an effective tool to enhance the competitiveness of MSMEs, particularly those based on Shariah principles, by providing a platform for broader, cost-effective, and interactive promotion. This study aims to examine how social media plays a role in improving the marketing of Shariah-based MSME products and the extent to which the strategies used align with Islamic economic principles. The qualitative method was employed, utilizing a literature review approach and descriptive observation of the marketing practices of several Shariah-based MSMEs in Indonesia. The results indicate that the use of social media platforms such as Instagram, TikTok, and WhatsApp Business significantly aids in increasing the visibility and sales of MSME products. The Shariah-based marketing strategies implemented include honesty in promotion, avoidance of deceit (tadlis), clarity (gharar), and ensuring that the products offered are halal. In conclusion, social media is not only an efficient marketing tool but can also align with Shariah values when used ethically and responsibly.

Keywords: Social media, MSMEs, Shariah marketing, Islamic economics, Digital marketing.

INTRODUCTION

Previous studies have shown that social media plays a crucial role in enhancing the marketing effectiveness of MSME (Micro, Small, and Medium Enterprises) products, especially those based on Shariah principles. Social media has proven capable of expanding market reach, increasing sales, and building consumer trust and loyalty toward halal products. Platforms like Instagram, TikTok, and WhatsApp Business significantly assist MSME actors in promoting their products efficiently, interactively, and cost-effectively.

Research indicates that promotional content consistent with Islamic values—such as

honesty, price transparency, and halal education—greatly influences consumer purchasing decisions. Short videos with religious messages, Quranic quotes, or spiritual testimonials have been shown to significantly attract Muslim consumers. Additionally, branding strategies utilizing features like stories, live streaming, and customer testimonials are effective in building emotional connections and long-term trust.

Other studies highlight the effectiveness of Muslim influencers in marketing halal products. Influencers with Islamic credibility and preaching integrity can drive purchasing interest and enhance consumer loyalty. Furthermore, copywriting that adheres to Shariah principles—avoiding exaggerated claims, being honest, and transparent—has been proven to strengthen digital reputation. Several studies also emphasize the importance of business ethics in social media promotions. MSMEs that uphold Shariah principles, such as avoiding deceit (*tadlis*), ambiguity (*gharar*), and ensuring clear contracts in transactions, tend to gain greater consumer trust. Even WhatsApp Business serves not only as a communication tool but also as a means to directly educate consumers about Shariah values.

The rapid development of information technology has brought significant changes to various sectors, including marketing. One of the most notable impacts is the shift from traditional to digital marketing methods, particularly through social media. Platforms like Instagram, Facebook, TikTok, and WhatsApp have become primary tools for building direct, fast, and efficient interactions between producers and consumers. This phenomenon is also experienced by MSME actors, who form the backbone of Indonesia's economy.

MSMEs play a strategic role in job creation, reducing unemployment, and driving national economic growth. According to data from the Ministry of Cooperatives and MSMEs, as of 2023, there are over 64 million MSME actors in Indonesia, contributing to 61.1% of the national GDP. However, the main challenges faced by MSMEs include limited market reach and constraints in implementing effective and efficient marketing strategies.

Social media offers a solution for MSME actors to significantly expand their market reach at a relatively low cost. In the context of Shariah, product marketing must also adhere to Islamic principles such as honesty in promotion, avoidance of deceit (*tadlis*) and ambiguity (*gharar*), and ensuring that the products offered are halal and beneficial. Therefore, the use of social media by Shariah-based MSMEs is an interesting subject for deeper study, particularly in ensuring that marketing practices remain within the framework of Islamic law.

In today's digital era, consumers not only seek quality and affordable products but also pay attention to ethical values and the halal status of products. Thus, it is essential for Shariah-based MSMEs to understand and leverage social media as a promotional tool that is not only effective but also aligned with Islamic values. With this approach, it is hoped that product marketing will not only increase sales but also bring blessings and benefits to producers and consumers.

METHODS

This study employs a descriptive qualitative approach through a combination of library research and limited field research to explore the role of social media in marketing Shariah-based MSME (Micro, Small, and Medium Enterprises) products. This method enables researchers to understand social phenomena contextually and holistically, focusing not only on statistical data but also on the interpretation of meaning, values, and context.

Data were collected through literature review, light observation, and digital documentation, including the analysis of social media activities on platforms such as Instagram, TikTok, and WhatsApp Business. The literature review involved examining relevant books, scholarly journals, and articles on Shariah economics, digital marketing, and MSME practices. Observational data included screenshots, customer interactions, and promotional content from Shariah-based MSME accounts.

For analysis, a content analysis method with a hermeneutic approach was applied to interpret the meaning behind marketing content, while grounded theory was used to inductively develop findings and formulate theories. The results highlighted the application of Shariah principles in marketing strategies, such as honesty in product information, interest-free transactions, and price transparency.

RESULTS AND DISCUSSION

The Role of Social Media in MSME Product Marketing

Observations of several Shariah-based MSME (Micro, Small, and Medium Enterprises) social media accounts on Instagram and TikTok revealed that social media has become a primary strategy for increasing product visibility. Consistent promotional content, such as short videos, customer testimonials, live streaming, and the use of Instagram Shop and TikTok Shop features, significantly enhances consumer interaction and sales potential.

MSMEs actively utilizing social media can also build brands more widely recognized by the public. For example, the Instagram account @hijabsyar'i.id uses short religious content as part of its product promotion, attracting not only Muslim women but also strengthening the Shariah identity of the brand. This proves that social media can be a promotional tool that is not only commercial but also educational and ideological.

Implementation of Shariah Principles in Digital Marketing

The analysis shows that most Shariah-based MSMEs (Micro, Small, and Medium Enterprises) have integrated Islamic economic principles into their digital marketing strategies. Key principles successfully applied include:

- a. **Transparency:** Product descriptions are clear without information or image manipulation. Prices are displayed openly with no hidden costs.
- b. **Halal Products:** The majority of products sold are halal, such as food, Muslim clothing, halal cosmetics, and worship equipment.
- c. **Avoidance of Gharar and Tadlis:** Consumers are given the option to ask questions directly through messaging or comments, ensuring open and honest product information.
- d. **Clear Contracts:** Transactions follow the order, payment, and delivery process, aligning with the concept of salam sales in Islam.

MSMEs that do not apply these principles tend to have lower engagement, poor digital reputations, and minimal repeat purchases. This demonstrates that integrating Shariah values is not only a moral obligation but also a competitive advantage in the digital market.

Effectiveness of Social Media for Shariah-Based MSMEs

The effectiveness of social media as a marketing tool is measured through engagement indicators, follower count, and sales growth. Some MSMEs (Micro, Small, and Medium Enterprises) reported a 40% increase in sales after consistently using social media as their primary promotional channel. Soft-selling strategies combined with Islamic values prove more effective in reaching religious and halal-loyal consumer segments.

Additionally, social media facilitates emotional connections between businesses and consumers, especially through comment and direct messaging features. This strengthens the values of *ukhuwah* (*brotherhood*) and trust between producers and consumers—key values in the Islamic economic system.

CONCLUSION

Based on the research findings, it can be concluded that social media plays a highly significant role in enhancing the marketing of Shariah-based MSME (Micro, Small, and Medium Enterprises) products. Social media provides broad, interactive, and low-cost access for MSME actors to promote their products more efficiently and measurably. Platforms like Instagram, TikTok, and WhatsApp Business enable direct consumer engagement, brand loyalty building, and significant sales growth.

Beyond promotion, social media can also serve as a medium for da'wah and education when used in compliance with Shariah principles. In the context of Islamic economics, digital marketing by Shariah-based MSMEs fulfills the elements of honesty (*sidq*), transparency (*amanah*), halal products, and avoidance of usury (*riba*), ambiguity (*gharar*), and deceit (*tadlis*).

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