
DIGITAL MARKETING STRATEGY IN ISLAMIC PERSPECTIVE (Literature Review)

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Abstract

Citizens may easily look for and obtain the things they require through digital media. As a result, it is clearly essential for businesses to sell items through the concept of digital marketing. Business actors employ Islamic-based digital marketing, particularly as the halal industry increases. The research method used was a literature review with a qualitative approach. Data is collected from a variety of sources including journals, books, documents, the internet, and literature studies. The digital marketing strategy is implemented in five stages: first through customer proportion, second through customer *acquisition*, third through customer experience, fourth through customer development, and fifth through a management strategy based on the value of the benefit (protecting assets) with the principle of mutual benefit (not *dzalim*), the quality and quantity of the product are clear (not *gharar*), there is no speculation (*maisir*), and usury is avoided.

Keyword: *Digital Marketing; Digital Strategy; Islamic Principles*

A. INTRODUCTION

Technological advances are accelerating, making business people think faster about how to dominate the market using technological media. This is none other than because many people's behavior patterns at this time have interacted with technology and various facilities provided. The concept that business people have in marketing their products through technology, so that anyone can find out about their products without having to leave the house, namely through digital media. Data to Reportal, the use of digital media in Indonesia in early 2024 was 185.3 million users as stated in <https://datareportal.com/reports/digital-2024-indonesia> (Simon Kemp, 2024) which was accessed on September 2, 2024).

Alongside the growth of the halal industry in many nations throughout the world, not only with the population of Muslim-majority countries, but also with Muslim minority countries, which require the management of buying, selling, and marketing operations based on Islamic values and principles. Given that under Islam, all of our activities must be carried out together (*kaffah*). As consequently, all purchasing, selling, and marketing activities must follow to Islamic values.

Buying and selling are permitted activities in Islam unless there is evidence to the contrary. In Islam, buying and selling activities must avoid three elements: they must not be speculative (*maisir*), vague (*gharar*), or usury-based. Marketing as a buying and selling activity cannot be separated to Islamic principles and values as marketing items. Furthermore, digital marketing, which is a product marketing strategy that uses digital media and internet networks, is strongly linked to Islamic principles and values. As a result, digital marketing must be adjusted to align with Islamic ideals.

B. THEORETICAL FOUNDATION

Definition of Digital Marketing

Digital marketing is product marketing using *digital* media with the support of internet connectivity that aims to reach potential markets, both nationally and internationally. (Tresnawati & Prasetyo, 2022) state that "*Digital marketing* is the activity of promoting and finding markets through digital media online using tools such as social networks." Meanwhile, (Nadya, 2016) states that "Digital marketing is marketing using the application of technology digitally." In addition, (Chaffey et al., 2009) state that "Digital marketing is the application of internet technology related to digital technology, which is related to traditional communication to achieve marketing goals."

Digital Marketing Strategy

Strategy is a way that someone does to win business competition, one of the ways that is done is a digital marketing strategy. (Chaffey et al., 2009) state that "A digital marketing strategy is needed to provide consistent direction for an organization's online marketing activities so that these activities integrate with other marketing activities and support overall business goals."

Table 1: Types of Digital Marketing Strategies

New customer propositions (product and price)	Customer development
Customer acquisition	Social media
customer experience strategy	Resources and management strategies

Sumber: Chaffey dan Ellis-Chadwick (2019)(Chaffey et al., 2009)

Islamic Principles

Marketing in Islam is part of the aspects of Islamic teachings related to *muamalah*. *Muamalah* means an activity that regulates matters relating to the way of life of fellow human beings to meet their daily needs. According to (Hendi, 2019), it is "regulating human relations with humans in relation to the distribution of property." For this reason, according to (Hendi, 2019) marketing in Islam must refer to the principles of Muamalah, which consist of (Djazuli, 2019):

- 1) **Prohibition of wrongdoing**
Zalim means putting something out of place. *Muamalah* teaches caution to avoid injustice that can harm one of the parties to a contract.
- 2) **Prohibition of *gharar***
Gharar means uncertainty of a certain nature. In the context of *muamalah*, the transaction must be clear about the quality and quantity as well as the time of delivery. The uncertainty of the object of the transaction or the transaction itself has the potential to cause disputes between the parties to the transaction. The prohibition of *gharar* in *muamalah* is to protect the parties from loss.
- 3) **Prohibition of *usury***
Usury means addition or excess taken unjustly.
- 4) **Prohibition of *maisir***
Maisir in this context means an act of speculation that has no basis at all.
- 5) **Maslahah (benefit)**
Maslahah means to bring good, to seek good. "Maslahah means obtaining benefits, goodness, and rejecting misfortune. In *muamalah maslahah* aims to maintain wealth"(Djazuli, 2019).

C. METHODS

The method employed was qualitative research with a literature review. According to Zed in , "the literature study method is a series of activities related to library data collection methods, reading and recording, and processing research materials." Book sources, journals, the internet, and literature studies are all sources of finding literature.

D. RESULTS AND DISCUSSION

Digital marketing strategy, focusing on more varieties of existing consumers, both national and international, According to (Chaffey et al., 2009), "A digital marketing strategy is needed to provide consistent direction for an organization's online marketing activities so that these activities integrate with other marketing activities and support overall business objectives." The following are some strategies for digital marketing, such as:

Proportion of New Customers (Product and Price)

The emergence of new customers through digital media is because the company is able to meet the needs and desires of consumers through the clarity of images/video, product description, choices offered, design, color, product type, product suitability with product description. In addition, there is ease of interaction such as providing chat rooms, live streaming, thinking about being willing to buy through the basket feature and making decisions to transact through the check out feature. (Osterwalder et al., 2010) state "Customers are the core of a business model." In this regard, companies must still be able to create a value proposition to meet the needs and desires of their customers. Value Proposition is whatever we offer to customers and includes several elements, including customer desires, benefits offered and price. (Payne & Frow, 2014) state that "Customer value propositions are characteristics or special features of products or services that companies offer to customers to meet needs and expectations." (Payne & Frow, 2014) also mentioned that "The development of customer value propositions can provide affirmation that companies are different from one another to increase competitive advantage." (Lindič & Marques da Silva, 2011) state that "The customer value proposition shows how the company's offer is different from its competitors and explains why customers buy from the company." Based on the research of (Rintamäki et al., 2007) states "Walmart has a customer value proposition that is always low price, which means it wants to provide low prices every day to customers."

Customer Acquisition

Customer acquisition is a way that companies attract consumers through web development on the internet, namely through *Search Engine Optimization (SEO)*, *Pay Per Click (PPC)*, affiliate marketing, websites, online advertising, email marketing, live streaming, and digital television. (Amin, 2008) states that "Customer acquisition is the process of identifying, approaching and developing relationships with new customers."

Customer Experience

In this regard, consumers comment on their experience after using the product. Through ease of access, personalization, platform design, data security, technological innovation of the services provided, fast service and always responsive to consumer questions and in this case several ways the company tries to make consumers always comment positively. (Mariati Tirta Wiyata et al., 2020) state that "Customer

experience is a good or bad experience felt by customers when using and experiencing the product or service."

Customer Development

New products that are offered to existing customers basically sell faster than offering them to new customers. But it is still done, in order to increase customers. Customer development strategies can be seen through several criteria as according to (Cohan, 2019),"namely based on income, age, education level, purchasing criteria."

Social Media

Social media is a way to quickly provide information or communicate with anyone in various countries. Through social media, we can share and receive messages, photos, videos. (Aditya, 2015) states that "Social media can also be referred to as online media where users can easily participate, share, and create content including blogs, social networks, or social networks, wikis, forums and virtual worlds."

Management Strategy

This management is carried out when planning a business to the point of decline of the company, and the company must always strive so that the company's performance is at an optimal performance to show its existence in the business world, (Parnell, 2013) says that "Strategic management is a large-scale plan (strategic planning) that is oriented towards the future (vision), and which has been determined as a decision of the highest leadership which is principled and fundamental in order to enable an organization to interact efficiently and effectively in an effort to produce something in the form of goods or services and services of higher quality so that what is the operational goal or objective of the organization can be achieved more optimally (strategic)."

Islamic Digital Marketing Strategy

Promotion using technology creates a relationship between business actors and consumers, where the goal is to get profit through the products offered.

Digital marketing based on Islamic principles must be carried out with mutual benefit, no party is harmed (*zalim*). Products promoted through digital technology are done clearly, not vague (*gharar*), clarity in product quality and quantity. The products offered do not contain elements of usury and speculation (*maisir*). And the purpose of the implementation of digital marketing is to preserve wealth (*maslahah*).

E. CONCLUSIONS

Digital marketing strategy is a strategy carried out by many companies as there are several things that companies can do in determining their digital marketing strategy, namely the first by knowing the proportion of customers, second through customer acquisition, third through customer experience, fourth through customer development, fifth through management strategies.

In addition, in order for there to be benefit (protecting wealth) in promoting products through *digital* media, the products promoted must have the principle of mutual benefit (not *tyrannical*), the quality and quantity of the products are clear (not *gharar*), do not contain speculation (*maisir*) and avoid usury.

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