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## ISLAMIC BUSINESS ETHICS-BASED DIGITAL MARKETING TO INCREASE SALES: A STUDY OF MSMEs IN INDONESIA IN 2022-2024



Nur Komariyah<sup>1</sup>

Universitas Trunojoyo Madura, Bangkalan, Indonesia  
[220721100087@gmail.com](mailto:220721100087@gmail.com)

Mashudi<sup>2</sup>

Universitas Trunojoyo Madura, Bangkalan, Indonesia  
[Mashudi.fkis@trunojoyo.ac.id](mailto:Mashudi.fkis@trunojoyo.ac.id)

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### Abstract

This research study aims to implement digital marketing for MSMEs in Indonesia that aligns with the principles of Islamic business ethics while providing strategic recommendations to ensure digital marketing adheres to Sharia principles in Islamic business ethics. The novelty of this research lies in the integration of digital marketing with the principles of Islamic business ethics in the context of Indonesian MSMEs in the 2022-2024 period, a topic that has not been comprehensively studied nationally and in that period. The study employed a qualitative phenomenological approach involving 15 purposively selected informants. Data were collected through semi-structured interviews, digital documentation, and secondary sources from the Indonesian Chamber of Commerce and Industry (KADIN). Data analysis was conducted using the Colaizzi thematic technique to comprehensively explore the meaning of informants' experiences. The results show that the implementation of Sharia-compliant digital marketing is reflected in honest information, price transparency, and polite communication, which in turn builds consumer trust and positively impacts sales growth. This research confirms that Islamic ethics not only serves as a moral guideline but also has strategic value in strengthening the reputation and sustainability of MSME businesses in the digital era.

**Keywords:** Digital Marketing, Islamic Business Ethics, Sales Engagement, MSMEs

## INTRODUCTION

Growth over the last two decades, information and communication technology information and communication technology has significantly transformed the interaction between producers and consumers. Digital marketing has emerged as a method that can effectively increase market reach as a result of this digital shift, especially for Micro, Small, and Medium Enterprises (MSMEs) that lack the means to connect with larger markets. By embracing digital technology, MSMEs can improve their competitiveness and operational efficiency. (Islamudin & Setiawati, 2023)

In Indonesia, MSMEs are the sector most impacted and yet hold significant potential for leveraging digital technology. Despite this, many MSMEs still face barriers such as limited market access, a lack of digital skills, and a lack of promotional strategies. Digital marketing can expand customer reach more cost-effectively and improve communication and sales effectiveness. (Satrio & Muhandono, 2022). This is reinforced by the report that the number of MSMEs joining the digital ecosystem has increased significantly, according to the Indonesian Chamber of Commerce and Industry during the 2022-2024 period.



**Figure 1**

### ***Data on the Number of Indonesian MSMEs Entering the Digital Ecosystem***

According to the report, the number of MSMEs joining the digital ecosystem increased significantly, from 20.76 million in 2022 to 24 million in 2023, and is expected to reach 30 million in 2024. This trend reflects the accelerated adoption of digital technology among MSMEs, driven by government policies through the Ministry of Cooperatives and SMEs, as well as the need for businesses to expand market access, increase efficiency, and strengthen competitiveness in the digital economy era.

Ethics in digital marketing plays a crucial role in building customer trust and loyalty. If MSMEs fail to implement Islamic business ethics, they can potentially face risks such as information manipulation, consumer exploitation, and loss of customer trust. (Pujianto & Muzdalifah, 2022). Marketing practices that do not comply with sharia principles can also cause injustice and disrupt business sustainability (Hidayat et al., 2024). Therefore, further research on this topic is crucial.

This research's novelty lies in the integration of digital marketing with Islamic business ethics principles in the context of Indonesian MSMEs in the 2022-2024 period, a topic that has not been comprehensively studied nationally and in that period. Several previous studies have examined the relationship between digital marketing and Islamic business ethics in MSMEs, but these were often limited to specific locations or MSME

categories, or did not focus on the 2022-2024 period. This previous study described the application of Islamic marketing ethics to digital marketing by MSMEs in Kalimantan, using 24 MSMEs. (Zaroni & Norvadewi, 2024).

Another study in Belitung Regency showed that MSMEs that use digital marketing and apply Islamic marketing ethics such as honesty in product descriptions, fast response to orders, and transparency in shipping can build consumer trust and maintain a good reputation. (Azis et al., 2025). In addition, in the craft sector, such as songkok crafts in Karanggeneng Lamongan, it shows that digital marketing strategies in accordance with sharia principles help increase the competitiveness and income of MSMEs (Setiadi & Asri, 2023). Thus, this study expands on previous literature by emphasizing the national context and the 2022-2024 period.

Based on this description, the purpose of this study is to create digital marketing for MSMEs in Indonesia based on Islamic business ethics and to offer strategic advice to ensure digital marketing is implemented in accordance with Islamic business ethics standards. The research problem formulation in this study is to provide a response to the topic of how to implement Islamic digital marketing based on Islamic business ethics in MSMEs, the challenges faced in upholding Islamic business ethics principles, and the extent to which such implementation impacts increased sales. With this approach, the research not only analyzes practices and challenges but also produces practical guidance and theoretical contributions that can support the improvement of MSME performance and competitiveness.

## **LITERATURE REVIEW**

### **Digital Marketing for MSMEs**

A marketing technique known as "digital marketing" utilizes digital technology and channels to advertise goods and services. For MSMEs, this method involves using social media, websites, e-commerce, and instant messaging services to reach consumers more effectively and efficiently (Banjare et al., 2025). Digital marketing enables MSMEs to build brand identity, interact directly with customers, and optimize marketing budgets with measurable targets. The application of digital marketing to MSMEs focuses on easy-to-adopt practices tailored to the specific needs of MSMEs, such as creating engaging visual content, storytelling, and using affordable paid advertising. The flexibility of digital marketing allows MSMEs to quickly adapt strategies based on market responses, current trends, and consumer behavior, thereby increasing competitiveness in the digital era (Satrio & Muhardono, 2022).

### **Islamic Business Ethics in Digital Marketing**

The application of Islamic sharia principles to digital marketing tactics, emphasizing integrity, fairness, and accountability, is known as Islamic business ethics in digital marketing. This concept emphasizes the importance of information transparency, avoiding fraudulent practices, and ensuring the halal status of products and marketing processes (Mikraj et al., 2024). In the digital context, these ethics are realized through educational marketing content, respect for consumer privacy, and messaging that aligns with Islamic principles. The application of Islamic ethics in digital marketing provides a strong moral foundation for MSMEs to build long-term relationships with consumers. Principles such as the prohibition of usury, the avoidance of exploitation, and an emphasis on the common good distinguish ethical strategies from conventional marketing (Nindaningtyas, 2025). This approach not only increases the trust of Muslim customers but also aligns with contemporary

marketing trends that prioritize sustainability and corporate social responsibility (Fauzi et al., 2024).

### **Increasing MSME Sales**

Increased sales for MSMEs are influenced by the effectiveness of digital marketing strategies that integrate Islamic ethical values. Research shows that implementing Sharia principles such as transparency, honesty, and responsibility in digital marketing can increase Muslim consumer loyalty. Ethical value-based marketing content has also been shown to increase sales conversions in micro-enterprises (Taher, 2024). In the context of consumer behavior, the Theory of Planned Behavior explains that purchase intentions are influenced by brand ethical perceptions and the ease of digital transactions (Kurniawati et al., 2023). Digital marketing that adopts a halal and tayyib approach has been proven to increase consumers' perceptions of behavioral control. Integrating Islamic values into digital marketing strategies not only builds consumer trust but also strengthens business competitiveness (rasit et al, 2023).

### **MSMEs in the Digital Economy**

Micro, Small and Medium Enterprises are one of the main pillars of the national economy which have an important role in absorbing labor, driving economic growth, and increasing people's income (Pedraza, 2021). Based on Law No. 20 of 2008, MSMEs are categorized as micro, small, and medium enterprises based on their annual sales turnover and net worth. MSMEs play a crucial role in the digital economy as drivers of innovation and job creators. MSMEs can expand market reach, simplify operations, increase productivity, and enhance competitiveness through the adoption of technologies such as e-commerce, digital payment platforms, and data-driven marketing (Pan, 2024).

The existence of MSMEs in the digital economy is characterized by their agility in adapting to market changes and their ability to utilize affordable technology. Digitalization enables MSMEs to overcome capital and geographic limitations through strategies such as dropshipping, marketplaces, and content marketing. This flexibility makes MSMEs the backbone of national economic resilience in the face of digital disruption. Overall, MSMEs have ample room to grow with the right combination of digital marketing techniques (Wisnujati et al., 2023)

## **RESEARCH METHOD**

This study uses a descriptive qualitative approach with a phenomenological perspective to understand the experiences of Muslim female MSMEs (Micro, Small, and Medium Enterprises) in implementing digital marketing based on Islamic business ethics during the 2022-2024 period. Informants were selected purposively based on the criteria of having been actively running a business for at least one year, having a track record of digital activity, and adhering to Islamic ethical principles such as honesty, trustworthiness, and politeness. A total of 15 informants were interviewed until data saturation was reached, when the last two interviews no longer yielded new information or meaning. The data collection strategy utilized semi-structured interviews, digital activity tracking, and secondary data from the Indonesian Chamber of Commerce and Industry (KADIN), with ethical procedures in place including informed consent, anonymity, and data confidentiality.

Data analysis was conducted using Colaizzi Thematic Analysis, starting with a thorough reading of transcripts, exploring statements deemed significant, formulating

meaning from informants' experiences, systematically structuring meaning patterns, and formulating the essential structure of the phenomenon. The validity of the findings was strengthened through member checking, triangulation of sources and time, and peer discussion to ensure consistent interpretations. The consistency of the 2022-2024 retrospective data was maintained by comparing interview narratives with digital activity records and sales documents from several available informants.

In the in-depth analysis process, the researcher used three thematic categories as an initial analytical framework: information honesty, price transparency, and communication ethics. This framework was not used as a final result, but rather as an initial lens to understand how informants interpret Islamic ethics-based digital marketing practices. The interpretation of informants' experiences was guided by the Theory of Planned Behavior and the Ethical Decision-Making Model, which help interpret how moral norms, perceived responsibility, and ethical considerations influence marketing decision-making. Thus, these initial theories and categories serve as guidelines for understanding the phenomenon under study.

## **RESULTS AND DISCUSSION**

### **Digital Marketing Implementation**

Amidst the rapid digitalization, Muslim women's MSMEs across Indonesia have begun leveraging digital platforms to expand their markets. Interestingly, their digital marketing efforts are not only aimed at boosting sales but also at demonstrating the Islamic principles they uphold in running their businesses. For example, Nisa from Mayang Collection began by establishing business profiles on various digital platforms and developing a consistent content strategy. For Nisa, consistency is key to effective and targeted promotions, while ensuring all product information is conveyed honestly and transparently, in accordance with Islamic business ethics (Nisa, online interview, July 15, 2025). Meanwhile, Himmah from Snacktime has undergone a significant transformation since the pandemic. She not only utilizes WhatsApp Business and Instagram as promotional tools but also diligently creates short videos and live streams on Shopee. With honesty as her primary principle, she ensures all information conveyed reflects the actual situation, including notifying consumers when products are out of stock. In fact, Himmah has begun utilizing Instagram's insight feature to understand consumer behavior and optimize posting times (Himmah, online interview, July 4, 2025).

Faisal from the Elzatta brand has adopted a similar approach, emphasizing the importance of price transparency, ingredient information, and product comfort when it reaches consumers. He believes that digital marketing isn't just about selling a product, but also about satisfying consumers and encouraging them to return (Faisal, offline interview, July 19, 2025). In a competitive digital marketing landscape, Ega from the Riskirich Cirebon brand leverages social media platforms like TikTok and Instagram by consistently posting engaging content. Ega emphasizes the importance of conveying honest product information, respecting customer privacy, and avoiding misleading promotional practices to maintain consumer trust (Ega, online interview, July 18, 2025). Similarly, the Maryam boutique in South Tangerang focuses its strategy on product education through informative visual content that complies with Islamic law.

Interestingly, Islamic business ethics values aren't merely complementary, but rather the soul of their marketing. She explained that every promotional content is structured with

the principles of honesty, price transparency, and polite communication, thus building customer trust while maintaining the success of the business (Maryam, online interview, July 21, 2025). Tika, a frozen food owner from West Kalimantan, makes polite and non-pushy communication the foundation of her interactions with customers. She believes that etiquette is an essential part of Islamic business da'wah (preaching). Reva Store even refuses to use promotional visuals that don't cover the intimate parts of the body, saying that values are more important than numbers. For her, ethics are a long-term investment (Reva, online interview, July 21, 2025).

Similarly, April from Rumah Dimsum Ngawi always maintains honesty in every promotion. "If it's ready, we say it's ready. We shouldn't deceive customers," she emphasized (April, online interview, July 21, 2025). Indri Preloved Lampung adheres to a similar principle, consistently checking promotional content for compliance with Islamic values (Indri, online interview, July 21, 2025). Qisthy Hijab also chooses to create educational and inspirational content and maintains promotional visuals in line with Islamic business ethics (Salsa, online interview, July 23, 2025). Similarly, Batik Merdeka, Marlina, utilizes social media platforms such as Shopee, Instagram, WhatsApp, and TikTok to launch batik products. This strategy builds emotional connection with the audience and strengthens brand identity, while upholding the principles of Islamic business ethics through honest product information and polite communication (Lina, offline interview, July 26, 2025).

Radila Skincare uses TikTok, Instagram, and Shopee to reach the market through educational content, customer reviews, and product benefit information. This strategy is implemented honestly and transparently, building consumer trust (Ila, online interview, July 25, 2025). Gudang Renda Bordir utilizes Instagram, WhatsApp Business, and Shopee to regularly display its product catalog, while ensuring that the information provided is honest and transparent in accordance with Islamic business ethics principles, thus building customer trust (Mira, online interview, July 26, 2025). Furthermore, Pak As from Sate Jayapura utilizes WhatsApp and GoFood as marketing platforms. He consistently maintains consumer trust by being honest with them about his products (Pak As, online interview, July 27, 2025). Meanwhile, elegancia utilizes WhatsApp, Instagram, and Shopee as marketing platforms and prioritizes Islamic business ethics principles in promoting its products (Salsa, online interview, July 27, 2025). Based on interviews with various Muslim MSMEs, it can be concluded that implementing digital marketing is not only an effective means of expanding market reach but also a medium for upholding Islamic business ethics values such as honesty, transparency, trustworthiness, and politeness in communication. Businesses strategically utilize Instagram, TikTok, WhatsApp Business, Shopee, and the Insight feature to increase customer interaction and trust, while ensuring all product information is presented truthfully.

This finding aligns with the theory of Islamic Marketing Ethics, which emphasizes that the principles of honesty and trustworthiness directly influence consumer loyalty and decisions (Zaroni & Norvadewi, 2024), and reinforced by the theory of Digital Marketing for MSMEs which shows that content consistency, clarity of information, and utilization of digital features increase the competitiveness of MSMEs in the digital era (Juanim & Baihaqi, 2025). Thus, digital marketing practices carried out by Muslim MSMEs not only improve business performance, but also reflect sharia integrity which is the foundation of business blessings.

### **Values and challenges of implementing Islamic business ethics**

Ethics are not merely a business element, but a fundamental foundation for Muslim women MSMEs in carrying out digital marketing activities. Islamic values such as honesty, trustworthiness, politeness, and the prohibition against fraud and misleading promotions are not merely memorized but truly lived out in daily practice. Nisa of Mayang Collection, for example, firmly places ethics as a central pillar of her business. She ensures that all content and products marketed are halal, honest, and not misleading. For Nisa, upholding sharia principles is not merely a religious requirement, but a spiritual strategy that builds trust and blessings (Nisa, online interview, July 15, 2025).

However, in practice, the path to ethical business is not always smooth. Himmah, the owner of Snacktime, revealed the dilemma of witnessing competitors employing fake discounts or fabricated testimonials. Although tempted, she chose to remain honest and learn slowly, including consulting with a religious teacher (Ustadz) about visual content and sharia-compliant guidelines. "The important thing is that our business is blessed, not just large profits," she said sincerely (Himmah, online interview, July 4, 2025). Faisal from Elzatta offered a different perspective. His main challenge isn't simply content ethics, but how to align sharia values with the logic of social media algorithms. Amidst the dynamic changes in TikTok and Instagram algorithms, he continues to learn how to ensure that his Islamic message through content remains relevant and upholds the times (Faisal, personal interview, July 19, 2025).

Honesty is also a top priority for Ega from Riskirich Cirebon, who avoids exaggerated claims. He prefers to build long-term relationships with consumers through respectful and honest communication (Ega, online interview, July 18, 2025). Maryam from South Tangerang echoed this sentiment, committing to avoiding fraud and upholding ethics in every promotion. However, the psychological challenges are no less significant (Maryam, online interview, July 21, 2025). Tika from West Kalimantan admitted she is often tempted to imitate viral sales trends that don't necessarily align with Islamic ethics. Her solution is to constantly remind herself to remain consistent (Tika, online interview, July 21, 2025). Meanwhile, Reva from Lamongan faces a misleading price war. "Even though it's hard, we still choose honesty. Because we believe that sustenance that comes from the right path will last longer," she said (Reva, online interview, July 21, 2025).

April from Rumah Dimsum Ngawi stated that many consumers want to highlight the dilemma between market demands for low prices and high-quality ingredients. In situations like this, she chooses a middle ground: being honest and educating consumers (April, online interview, July 21, 2025). Similarly, Indri from Preloved Lampung must compete with stores that use unethical advertising tactics. Although her content may seem ordinary, she still believes that sustenance is predetermined by Allah and there's no need to seek it through dishonest means (Indri, online interview, July 21, 2025). Furthermore, Qisthy Hijab chooses to avoid sales systems like dropshipping, which are prone to gharar (unlawful). They focus on education and usefulness in every promotion, an unpopular choice, but one that has long-term value (Salsa, online interview, July 27, 2025).

Meanwhile, Marlina of Batik Merdeka, amidst the onslaught of digital marketing, continues to uphold Islamic business ethics. She avoids excessive promotion, doesn't conceal product deficiencies, and ensures every transaction is conducted with clarity and honesty (Lina, personal interview, July 26, 2025). Radila Skincare consistently applies the principles of Islamic business ethics. Every promotion is conducted without deception or exaggerated

promises. They avoid questionable business practices and maintain transparency, from product composition to selling price. Content is also presented politely and professionally, reflecting the integrity of Islamic business (Ila, online interview, July 25, 2025).

Furthermore, Gudang Renda Bordir maintains its integrity by implementing Islamic business ethics. In every transaction, they always provide honest product information and avoid any ambiguity. Product visuals are packaged appropriately, and communication with customers is conducted professionally and responsibly (Mira, online interview, July 26, 2025). Unlike Pak As of Sate Jayapura, he prioritizes honesty in his sales, even though his profits are small, he still prioritizes quality materials (Pak As, online interview, July 27, 2025).

Based on interviews with Muslim female MSMEs, Islamic business ethics have proven to be a primary guideline in digital marketing activities, particularly in maintaining honesty, trustworthiness, and transparency when creating content and serving customers. This finding aligns with the theory of digital transformation based on religious ethics, which states that integrating religious ethics into digital practices can improve business performance and sustainability (Shofiyuddin et al., 2024). In addition, the interview results also support the theory of sharia-based digital marketing, which emphasizes that marketing strategies that comply with sharia principles can strengthen the competitiveness and reputation of MSMEs (Utami & Basrowi, 2021). Despite facing challenges such as competition and pressure to follow unethical trends, informants remain committed to Sharia values, believing that blessings are more important than quick profits. This attitude, in turn, fosters consumer trust and sustainable business differentiation in a competitive digital marketplace.

### **The impact of digital marketing on sales**

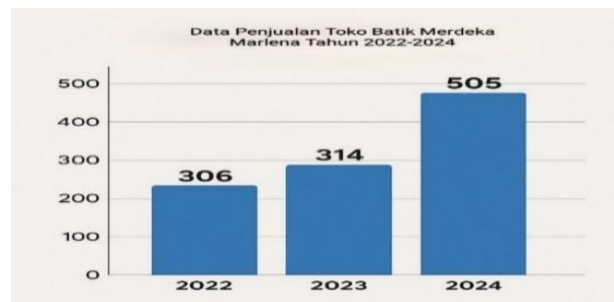
The digital transformation affecting the MSME sector in Indonesia has not only brought technical changes to promotional strategies but also had a tangible impact on sales performance. This is reflected in the inspiring stories of Muslim women entrepreneurs who no longer rely solely on word of mouth but have boldly stepped into the virtual world with ethics as their compass. Nisa, the digital marketing manager at Mayang Collection, recounted a significant surge in sales since implementing online promotions, where transparency through honest product descriptions, realistic visuals, and responsive communication were key to her success (Nisa, online interview, July 15, 2025).

A similar experience was experienced by Himmah of Snacktime, who successfully expanded her market to Kalimantan and recorded a nearly 30% increase in sales thanks to her uncomplicated, unadulterated content (Himmah, online interview, July 4, 2025). The owner of Maryam Boutique also experienced increased transactions and a reach without geographical boundaries through digital promotions (Maryam, online interview, July 21, 2025). Tika Frozen Food experienced increased trust through an honest and consistent approach, resulting in many repeat orders (Tika, online interview, July 21, 2025). April Dimsum also recorded a surge in satisfied customers with friendly service and good product quality (April, online interview, July 21, 2025). Meanwhile, Indri Preloved emphasized that honesty in digital marketing is key to increasing loyalty because consumers are increasingly sensitive to business integrity (Indri, online interview, July 21, 2025).

On the other hand, Reva from Reva Store Lamongan stated that the blessings of fortune come from trust built through a humanistic approach in digital marketing activities. For her, the main goal is not just selling, but creating customer comfort and satisfaction as a

long-term investment, so her marketing strategy is more oriented towards ethics and the heart, rather than solely focused on sales (Reva, online interview, July 21, 2025). On the other hand, Elegancia's sales increased after utilizing digital marketing, particularly through Shopee and TikTok, which increased orders and attracted more online customers (Salsa, online interview, July 27, 2025). Similarly, Mr. As's sales also increased drastically due to the influence of customer satisfaction, as evidenced by the large number of returning customers due to the friendly service and the delicious taste of the satay (Pak As, online interview, July 27, 2025).

Ega, the admin of Riskirich Cirebon, stated that regular promotions through TikTok and Shopee, featuring interactive videos, live streaming, and educational content, significantly increased orders, primarily because he consistently maintained transparency and didn't conceal product flaws, thus building customer trust (Ega, online interview, July 18, 2025). Faisal from the fashion brand Elzatta echoed this sentiment, explaining that digital content featuring polite language and clean visuals successfully increased both visits to physical stores and online sales, as product details were presented honestly without compromising Sharia values (Faisal, personal interview, July 19, 2025). Qisthy Hijab, through its "Hijrah Style" campaign, featuring inspirational and educational content on mixing and matching sharia hijabs, also recorded a more than 30% increase in orders in one month, thanks to its commitment to upholding Sharia etiquette and boundaries in every visual content displayed (Salsa, online interview, July 23, 2025). Similarly, sales of Batik Merdeka Marlena have shown an upward trend, drawing people in due to the authenticity of the products from the Marlena Batik Shop. The national day discount marketing strategy successfully attracted interest and expanded market reach digitally (Lina, personal interview, July 26, 2025). The following is a picture of Marlena Batik Shop's sales data as supporting data:

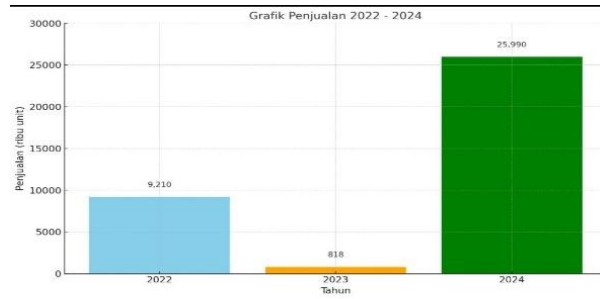


**Figure 2**  
**Merdeka Marlena Batik Sales Data 2022-2024**  
**(Data Source Processed)**

The figure shows the increasing trend in profits from Batik Merdeka Marlena sales from 2022 to 2024, with total profits of Rp 306 million in 2022, Rp 314 million in 2023, and jumping to Rp 505 million in 2024, respectively. This increase reflects the effectiveness of the implemented digital marketing strategies, such as providing discounts on national days and promoting the authenticity of batik products that have succeeded in attracting consumer attention. Consistency in content delivery has also significantly expanded market reach.

On the other hand, Radila Skincare experienced significant sales growth. Promotions such as "Buy 1 Get 1" and regular live shopping sessions have been proven to increase customer enthusiasm. Not only does this strategy increase sales, but it also builds loyalty

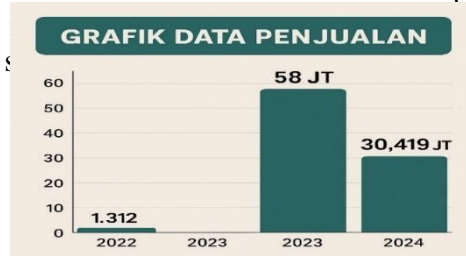
among consumers who feel safe and comfortable with the products they use (Ila, online interview, July 25, 2025). The following is a graphic showing Radila Skincare sales data for the 2022-2024 period as supporting data:



**Figure 3**  
**Radila Skincare Sales Data 2022-2024**  
**(Data Source Processed)**

The graph above shows significant fluctuations in sales data from year to year. In 2022, sales reached 9,210,000, then decreased drastically in 2023 to just 818,000. This decline was likely influenced by suboptimal marketing strategies or changes in consumer behavior. However, in 2024, sales experienced a significant surge, reaching 25,990,000. This increase is strongly suspected to be the result of the implementation of digital marketing strategies such as "Buy 1 Get 1" promotions, live shopping programs, and increased customer interaction through online platforms. These strategies not only increased sales volume but also successfully built customer loyalty.

Meanwhile, Gudang Renda Bordir (Embroidery Lace Gudang) saw an increase in orders from outside the region and new customers coming from digital recommendations. Live broadcasts and interactive digital catalogs made customers more confident in their purchases. This increase in sales demonstrates that businesses operating on Islamic principles can still compete healthily (Ila, online interview, July 26, 2025). The following is a picture of the sales data from the embroidery lace warehouse as supporting data :



**Figure 4**  
**Embroidery Lace Warehouse Sales Data for 2022-2024**  
**(Data source processed)**

The image above displays a graph of Gudang Renda Bordir's sales from 2022 to 2024. A significant spike of 58 million rupiah was seen in 2023, after only recording sales of 1,312 million rupiah in 2022. Furthermore, despite a decline in 2024 to 30,419 million rupiah, this figure still represents a drastic increase compared to 2022. Interviews confirmed that this increase was influenced by effective digital marketing strategies, such as the use of interactive digital catalogs and live streaming features that garnered customer trust.

Furthermore, many new customers came from outside the region through digital recommendations, proving the positive impact of online promotional strategies.

Based on interviews with Muslim women MSMEs, their sales increase was due to the implementation of digital strategies aligned with and connected to Islamic business ethics, including honesty, transparency, trustworthiness, and polite communication. This approach builds consumer trust, encourages loyalty, and increases sales, in line with digital marketing theory, which focuses on consumer trust (Listiorini, 2025). In addition, the integration of digital marketing with quality service and customer relationship management supports long-term loyalty, as explained in the theory of digital marketing and customer engagement which emphasizes genuine relationships between businesses and consumers as a key factor in increasing sales (Mohammed, 2024). With a combination of effective digital strategies and ethical principles, Muslimah MSMEs are able to achieve sales increases that are not only fast, but also stable and sustainable, as well as build a positive reputation in the competitive digital market.

## CONCLUSION

This study demonstrates that digital marketing implemented based on Islamic business ethics principles can build trust, increase loyalty, and drive sales growth in Muslim-owned MSMEs in Indonesia. Honesty in information delivery, price transparency, and civilized communication have proven to be key foundations for strengthening relationships between businesses and consumers in the digital space. Academically, these findings enrich the literature by demonstrating that Islamic ethics serves not only as a moral guideline but also as a relevant competitive strategy in the modern marketing era. Practically, the research findings provide direction for MSMEs in designing digital strategies with integrity and a focus on business sustainability. However, this study has limitations because most of the data was obtained through online interviews, so contextual validation in the field is not yet fully optimal. For further research, it is recommended to conduct more intensive direct observations and update the data after 2024 to capture the latest dynamics related to the application of Islamic business ethics in the ever-evolving digital ecosystem.

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