

**ANALYSIS OF MARKETING STRATEGY AND MARKET POTENTIAL IN THE
DEVELOPMENT OF MUA BUSINESS IN THE DIGITAL ERA: A SHARIA
ECONOMIC PERSPECTIVE (CASE STUDY OF RAHMA MANSYUR, MUA
KOLAKA)**

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Abstract

This study aims to analyze marketing strategies and market potential in the development of Makeup Artist (MUA) businesses in the digital era from an Islamic economic perspective, with a case study of Rahma Mansyur MUA in Kolaka. The research method applied is descriptive qualitative, utilizing interviews, observations, and documentation. The findings reveal that digital marketing strategies through social media, customer testimonials, and collaborations with wedding vendors play a crucial role in increasing visibility and consumer trust. Furthermore, the market potential for MUA services continues to grow along with the rising demand for beauty services in weddings, graduations, and other formal events. From an Islamic economic perspective, Rahma Mansyur MUA's marketing practices reflect honesty, transparency, and adherence to Islamic ethical values in transactions. This study concludes that digital-based marketing strategies integrated with sharia principles can enhance competitiveness and expand market share for MUAs in the modern era.

Keywords: Marketing Strategy, Market Potential, Makeup Artist (MUA), Digital Era, Islamic Economics

INTRODUCTION

The global beauty industry is experiencing rapid growth, with revenues reaching US\$430 billion in 2022 and projected to grow to US\$580 billion by 2027, at a 6% annual growth rate (McKinsey, 2023). In Indonesia, beauty trends are also on the rise, driven by increasing public awareness of appearance, with 43.3% of women having started using makeup at a young age (Zap Clinic, 2020). This phenomenon presents significant opportunities for the growth of the Makeup Artist (MUA) profession, both as a primary profession and as a self-managed service business. However, aspiring MUAs face significant challenges in establishing a professional image, competing with numerous similar service providers, and attracting customers through effective marketing strategies, particularly in digital media (Ariani et al., 2022).

In the modern era, the beauty industry is experiencing rapid growth, particularly in the field of makeup artists (MUAs). The MUA profession is now not only present at weddings, graduations, and other special occasions, but has also become an integral part of the urban lifestyle. This situation encourages MUAs to continuously develop marketing strategies to attract and retain customers. A sound marketing strategy is crucial for determining competitiveness amidst the proliferation of similar services.

MUAs not only provide services to the wealthy or celebrities, but also reach out to the general public for special occasions, such as weddings or graduations. This profession is increasingly sought after by the millennial generation, especially with the rise of social media, which has given rise to beauty influencers. Although many offer beauty services, the public needs to be careful when selecting a MUA due to the many differing perceptions (Syahifa et al., 2024).

A marketing strategy is a comprehensive plan of goals and objectives in the marketing field, containing directions for activities to be implemented to achieve a company's marketing objectives. Based on this, if customer or consumer needs and requirements are identified as unmet or unsatisfied, improving and marketing products accordingly is called a marketing strategy. Referring to existing marketing concepts, the goal of a business is to achieve or provide customer satisfaction. (Tivani et al., 2024) The ease of accessing social media is utilized by several MSMEs to market their products, both in the form of goods and services (Lestari et al., 2024).

According to Hermawan, marketing must utilize a marketing mix consisting of four components, namely the 4Ps: (1) Product, which must create a product or service that can be sold; (2) Price, which is the terms set for purchasing the product or service provided; (3) Place, which is the place used in selling the product or service that influences sales; and (4) Promotion, which is a method of marketing the product or service owned. (Putri et al., 2023) Suliyanto also stated that a marketing strategy is a series of goals and objectives, policies and rules that provide direction to marketing efforts over time at each level and location. Kotler and Armstrong, quoted by Nana Herdiana in the book *Marketing Strategy Management*, state that a marketing strategy is the marketing logic by which a business unit hopes to achieve its marketing goals (Sulalah, 2022).

Every Muslim can earn a living through buying and selling, but this method must be carried out in accordance with Islamic law, which requires mutual consent, no cheating, no lying, no harm to the public interest, free choice, and real. Islamic trade ethics guarantee mutual benefit for both traders and buyers. Islam fundamentally upholds the principle of inherent freedom, namely freedom based on justice, religious law, and ethics. Islamic trade

regulations contain norms, religious ethics, and humanitarian principles that serve as the foundation for a clean Islamic market. Islamic marketing is a business strategy that guides the process of creating, providing, and exchanging value, all in accordance with Islamic principles (Syahputra, 2022). There are varying views regarding the role of a company in society, particularly regarding whether profit-making alone should be the primary goal of a corporation. From the perspective of Sharia law, including Islamic business ethics, companies are not solely profit-oriented but also have a social responsibility to create public welfare (Rameli & Mohd).

From an Islamic perspective, marketing strategies are not solely oriented toward material gain but must align with Sharia principles. Amrin emphasized that Sharia marketing encompasses all business activities based on honesty, justice, openness, and Islamic ethics. The Quran and Hadith serve as primary guidelines for transactions, including in service business practices such as MUA. Allah SWT warns in Surah Al-Muthaffifin (83) verses 1–3 regarding the prohibition of cheating in weights and measures, while Surah An-Nahl verse 125 emphasizes the importance of good, honest, and wise communication. Therefore, marketing strategies in Islam must prioritize transparency, trustworthiness, and fairness so that businesses achieve not only worldly profits but also blessings in the hereafter (Mahmud et al., 2023).

Specifically, in Kolaka, Southeast Sulawesi, one well-known MUA is Rahma Mansyur. Rahma Mansyur's success in building trust and attracting customers is determined not only by her makeup skills but also by how she manages her marketing strategy while adhering to Islamic norms and ethics. This is interesting to study because MUA marketing strategies are often synonymous with visual trends, promotions through social media, and direct interaction with customers.

Based on this background, this research focuses on analyzing marketing strategies and market potential in the development of MUA businesses in the digital era, through a case study of Rahma Mansyur, MUA Kolaka. The research focuses on the application of Islamic economic principles, particularly Islamic business ethics such as honesty, trustworthiness, transparency, and social responsibility, in developing businesses. The research questions are as follows: (1) What marketing strategies are implemented by Rahma Mansyur MUA in the digital era from an Islamic economic perspective? (2) To what extent does the application of Islamic business ethics values influence customer interest and loyalty at Rahma Mansyur MUA Kolaka? The objectives of this research are: (1) to analyze Rahma Mansyur MUA's marketing strategies in the digital era based on Islamic economic principles; and (2) to determine the effect of the application of Islamic business ethics on customer interest and loyalty.

This research is expected to provide theoretical contributions to the literature on Islamic economics-based marketing strategies, particularly in the beauty services industry, as well as practical contributions as a reference for MUAs and other service business actors in integrating marketing strategies with a sharia perspective to create sustainable competitive advantage.

REVIEW OF LITERATURE

This study will discuss two main concepts that form the basis of this research: sharia marketing strategies for MUA services in the beauty industry and the growing market potential in the digital era.

MUA Marketing Strategy in the Digital Era

A marketing strategy is a coordinated series of decisions and actions aimed at creating, delivering, and capturing value for customers and achieving a competitive advantage. In the digital era, marketing strategies emphasize the use of online platforms, particularly social media (Instagram, TikTok), visual content, and influencers to increase customer reach, engagement, and conversion. For service businesses such as MUAs, digital strategies include photo/video portfolios, client testimonials, online scheduling, and content marketing that highlights expertise and makeup results. This strategy must be aligned with brand positioning and service differentiation to create a perception of professionalism and credibility in the eyes of potential clients.

The makeup and beauty industry is renowned for its ever-evolving trends, influenced by factors such as its close relationship with the fashion world and the influence of social media. The ever-changing fashion landscape dictates beauty trends, with makeup and skincare preferences adapting to clothing styles and seasonal changes. Furthermore, the rise of social media platforms, including Instagram and TikTok, has accelerated the pace of trend change. Beauty influencers and makeup artists utilize these platforms to showcase their creativity, and their posts can quickly go viral, shaping the beauty landscape and inspiring beauty enthusiasts worldwide. The dynamic nature of these beauty trends presents both challenges and opportunities for businesses: they encourage constant innovation and creativity, but also demand a high degree of adaptability (Yupelmi et al., 2023).

One of the communication channels used by MUAs is social media. Social media marketing offers one of the greatest opportunities for entrepreneurs, MSMEs, startups, and established companies to build brands and businesses. Social media is a component of digital marketing. In recent years, social media has become a common tool for brands, including those in the makeup industry, to market themselves. Social media marketing has a significant impact on young consumers due to the persuasive tactics brands use to market their beauty products. Statistics show that 50% of Generation Z uses social media daily, compared to 44% of Millennials. These young consumers spend more time on social media than any other generation, making it easier for digital marketing to influence the cognitive, affective, and behavioral aspects of their attitudes. Social media has proven to be a key foundation in how makeup brands market their products to Generation Z (Lestari et al., 2023).

Furthermore, an effective digital marketing strategy also involves data analysis to understand consumer behavior. According to Atina, digital marketing management allows marketers to analyze consumers and make informed decisions. This is crucial for MUAs to tailor their offerings to customer needs and preferences, thereby increasing customer satisfaction and loyalty. In conclusion, digital marketing management for MUAs in the social media era requires a deep understanding of marketing strategy, social media usage, and consumer data analysis. By developing these skills, MUAs can increase their competitiveness and achieve success in this increasingly competitive industry (Ensiklopedia, 2024).

Market Potential for Makeup Artists in the Digital Era

The market potential for makeup artists (MUA) continues to grow in line with the increasing public demand for beauty services, both for formal and casual events, and in the creative industry. The digital era presents new opportunities through the rapidly growing beauty industry, marked by the increasing demand for professional makeup artists (MUAs) who master modern makeup trends and are able to utilize digital platforms for promotion. With the support of digital media, the market potential for makeup artists (MUAs) is not

limited to local areas but can reach consumers more widely, even across regions. Figure 1 shows the search trends for makeup artists (MUAs) over the past four years, 2021-2024:



Figure 1.
MUA Search Data

Source: Google Trends 2021-2024

The makeup artist (MUA) profession is one of the most sought-after today. While the MUA profession was once synonymous with bridal makeup and artistry, today more and more women are using makeup artists for a variety of occasions, from engagements and pre-weddings to birthdays and parties. Makeup artists, or MUAs, are highly sought after to create the perfect makeup look for uploads to social media, as social media usage increases (Robiat et al., 2023).

Sharia Economic Perspective

From a Sharia economic perspective, marketing emphasizes not only profit but also adherence to Islamic ethical principles, namely honesty, transparency, and the use of halal products. For makeup artists (MUA) services, these principles can be implemented by using halal-certified cosmetics and ensuring that promotional and service processes comply with sharia values. Studies on the sharia marketing mix show that the presence of a halal label and ethical business practices can increase Muslim consumer trust and influence their purchasing decisions. This presents an opportunity for makeup artists (MUA) to differentiate themselves in a market increasingly sensitive to the halal lifestyle.

Marketing is the management and process that enables individuals or groups to achieve their needs and wants through various activities related to creating, providing, and exchanging products of value with others, or through the provision of products or services to consumers. The goal of marketing is to attract new customers by offering superior value, setting attractive prices, facilitating product or service distribution, and effectively promoting and retaining existing customers while maintaining their satisfaction (Supriyadi et al., 2021).

RESEARCH METHOD

This research uses a qualitative approach with a case study method to deeply explore Rahma Mansyur MUA's marketing strategies and market potential in the digital era from a Sharia economic perspective. The research method used is descriptive qualitative, focusing

on describing marketing phenomena, market opportunities, and the alignment of business practices with Sharia principles.

The research location was Kolaka Regency, Southeast Sulawesi, specifically at Rahma Mansyur MUA's makeup services business. This location was selected based on the relevance of the research object to the study's focus, namely digital-based marketing practices in the MUA industry. The research took place from July to September 2025.

The research approach used in this study was a qualitative approach with a case study method. A qualitative approach was chosen because it allows for an in-depth exploration of Rahma Mansyur MUA's marketing strategies and market potential in the digital era. Through this approach, researchers can comprehensively understand their marketing practices, interactions with consumers, and how a sharia economic perspective is applied in business activities.

The research also includes the application of Sharia economic values in marketing activities, such as honesty, openness, and the alignment of services with halal principles. Thus, the object of this research not only emphasizes strategic and market aspects but also examines the integration of Islamic business ethics in the development of MUA businesses in Kolaka Regency. According to Sugiyono, a research object is anything in any form determined by the researcher to be studied to obtain information about it, and then draw conclusions. The objects in this research are job descriptions, work systems, job training, and work productivity (Jenita et al., 2023).

Data Collection Techniques in Qualitative Research: (1) Interviews, a data collection technique that involves direct interaction between the researcher and research participants. Qualitative interviews aim to gain an in-depth understanding of individuals' experiences, views, and perspectives regarding the phenomenon being studied. Interviews can be conducted in a structured, semi-structured, or unstructured manner, depending on the level of the predetermined framework (Ardiansyah et al., 2023).

The data analysis technique used in this study was qualitative descriptive analysis. The analysis process was carried out in three stages: data reduction, data presentation, and conclusion drawing. Data reduction was carried out by selecting, simplifying, and focusing data obtained from interviews, observations, and documentation to align with the research objectives. According to Bogdan & Biklen, data analysis techniques are efforts carried out by working with data, organizing it, sorting it into manageable units, synthesizing it, searching for and discovering what is important and what is learned, and deciding what can be shared with others (Sofwatiilah, 2023).

RESULTS AND DISCUSSION

Based on interviews, observations, and field documentation, it was found that Rahma Mansyur, MUA, utilizes digital media, particularly Instagram, TikTok, and WhatsApp Business, as the primary means of promotion and communication with consumers. The marketing strategy implemented includes the use of visual content in the form of makeup portfolios, customer testimonials, and service package promotions for specific occasions (weddings, graduations, and traditional events). Interaction with consumers is two-way, with potential customers able to inquire about pricing, place orders, and even consult through these digital platforms.

In terms of market potential, Kolaka residents' interest in MUA services continues to grow in line with the growing trend of social media emphasizing visual appearance.

Furthermore, the proliferation of formal and informal events in the community has also opened up opportunities for makeup services. The market segment is dominated by women of productive age (18–35 years old) who need makeup for both personal and public events. Digital strategies have proven to expand consumer reach, not only within Kolaka but also in the surrounding areas.

The application of a sharia economic perspective is evident in business practices that emphasize the principles of honesty, transparency of pricing information, and the alignment of services to consumer needs without any element of deception. Business owners also maintain ethical interactions with customers in accordance with Islamic norms, thereby building trust and loyalty.

Research findings indicate that Rahma Mansyur's MUA digital marketing strategy aligns with modern marketing theory, where social media is used as a promotional, communication, and brand-building tool. This is consistent with research by Ariani et al. (2022), which emphasized the role of social media in expanding the customer network of MUA services. The effectiveness of this strategy is evident in the increasing number of consumers and the significant exposure gained through digital content. Social media is essentially a means of socialization and interaction that can attract the attention of others to view and visit links containing information about products and services. Businesses utilize its presence as an easy and low-cost promotional medium. This has also encouraged Small and Medium Enterprises (SMEs) to utilize social media as a primary promotional tool, utilizing platforms such as WhatsApp, Facebook, Instagram, and others. Social media is considered the best promotional tool today because it has proven effective and efficient (Ariana et al., 2022).

In terms of market potential, the results of this study support the study by Syahira Salsabila et al. (2024), which states that the beauty industry, particularly MUA services, is growing rapidly due to lifestyle needs, visual trends, and the increasing number of social events. The vast market potential in Kolaka demonstrates that digitalization can overcome geographical limitations, opening up business opportunities. From a sharia economic perspective, the practices implemented by prioritizing honesty (*ṣidq*), openness (price transparency), and avoiding *gharar* (uncertainty). This aligns with Antonio's opinion that sharia marketing must emphasize Islamic ethical values, rather than solely pursuing profit. By implementing these values, Rahma Mansyur MUA is able to build consumer trust, enhance her business reputation, and create long-term business sustainability.

CONCLUSION

This research shows that Rahma Mansyur's digital marketing strategy for MUA in Kolaka utilizes social media platforms such as Instagram, TikTok, and WhatsApp Business as primary channels for promotion, communication, and consumer interaction. The strategies implemented include makeup portfolios in the form of photos and videos, customer testimonials, service package promotions, and collaborations with wedding vendors. These strategies have been proven to increase business visibility and credibility, while also making it easier for potential customers to place orders more easily.

In terms of market potential, MUA services in Kolaka have shown significant growth, along with the increasing public demand for makeup services for weddings, graduations, birthdays, and other formal events. The digitalization trend and increasing use of social media have also expanded market reach across regions, so that the MUA profession is no longer

limited to a specific group but reaches various segments, especially women of productive age. This demonstrates that the digital era is opening up broader business opportunities for beauty service providers.

From a Sharia economic perspective, the marketing practices implemented by Rahma Mansyur MUA align with Islamic principles, such as honesty, price transparency, openness of information, and the avoidance of fraud and gharar (unlawful activity). The application of Islamic business ethics in marketing has been proven to increase customer trust and loyalty, while simultaneously fostering business sustainability. Therefore, this study concludes that integrating digital marketing strategies with Sharia values can strengthen competitiveness, expand markets, and provide blessings for the development of MUA businesses in the modern era.

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