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THE PROCEEDINGS BOOK

EDITOR

Prof. Dr. Muhittin ELİAÇIK

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SHARIA MARKETING AND DIGITAL MARKETING: WHAT'S THE DIFFERENCE?

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Abstract

This study intends to explain the study of the differences between Sharia marketing and digital marketing. The research method uses a type of qualitative research with a systematic approach to the literature review or library research. The results of a literature review that has been carried out by researchers structurally and systematically found that Sharia marketing has become a hot topic of discussion in recent years. This is influenced by the growth of the halal industry in various countries in the world, not only in countries with a majority Muslim population but also in countries with minority Muslim populations. Sharia marketing is a strategic business discipline that directs the process of creating, offering, and changing the value from an initiator to its stakeholders, which in the whole process is under the contracts and principles of business in Islam. The online era has made many significant changes to how a product is communicated and marketed. Currently, marketing trends are starting to move towards digital marketing. Digital marketing can be interpreted as marketing or promotional activities for a brand or product or service brand that is carried out through digital media. This marketing aims to reach as many customers as possible in an efficient, relevant, and efficient way. If traditional marketing uses print media as a medium, digital marketing uses a lot of online media.

Keywords: Marketing, Sharia marketing, and digital marketing.

INTRODUCTION

Sharia marketing has become a hot topic of discussion in recent years (Fauzi, 2019). This is influenced by the growth of the halal industry in various countries in the world, not only in countries with Muslim-majority populations but also in countries with minority Muslim populations (Darwanto, 2019). The growth of the tourism industry that uses sharia such as the culinary, pharmaceutical, cosmetics, banking, and logistics industries is one of the strong reasons for the development of adaptation of Islamic law in the business world (Menne, 2022). The topic of sharia marketing is very relevant if it begins with a fundamental question, namely "what's wrong with conventional marketing?". This question is the starting point that builds a paradigm in the business world, especially sharia-based business, to understand why a business needs sharia marketing.

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The conventional marketing concept, in short, is market-driven which is oriented towards meeting the needs and wants of consumers by creating value for them (Musa, 2020). The consequence of conventional marketing is to push sales volume as much as possible and in the end to get the highest profit (Amron, 2018). If the business orientation is only limited to sales volume or profit alone, according to the author, then the conventional marketing concept has no problem. However, if examined more deeply, the conventional marketing concept which is driven by market desires harms ethics and morals in the market. The axiological basis in the conventional marketing concept is too relative, making it not have a standard of morality that is used as the main reference. In other languages, the ethical system in the conventional marketing concept is value-free or secular. As a result, the standard that something is considered right or wrong, or the standard that something is considered good or bad, is determined relatively based on how consumers perceive it (El-Omari, 2019). This relativity in moral standards then becomes a source of ethical and moral problems that occur in conventional marketing practices globally.

The absence of standard standards in terms of morality in conventional marketing concepts creates many negative impacts on the behavior of stakeholders in the market. The following are examples of moral violations in conventional marketing that are happening around us, including the proliferation of online credit in Indonesia which has claimed many victims from the lower middle class; the number of people who die from smoking (both actively and passively); the large number of people exposed to the negative effects of narcotics, alcohol, psychotropics and other addictive substances (drugs); tendency to “kill each other” in business competition; advertisements that deceive the public; and the emergence of allegations of price cartel practices or oligopolies by airlines in Indonesia. All of the above problems occur because all parties are free to interpret moral standards as they wish (Al-Salem, 2019).

In the context of the alleged air ticket cartel case, for example, many consumers feel wronged, but airlines can defend themselves by using the principle of supply and demand as an excuse, where there is a lot of demand for plane tickets with limited supply, causing prices to soar. The price should not be set “purely” according to the principle of supply and demand but is suspected to have been regulated or intervened by cartel forces. Another example of the negative impact of conventional marketing is the large number of people who become victims of cigarette smoke, but tobacco companies will not want to be blamed for a disease suffered by society, of which not a few of them end in death. They will argue that many employees will become unemployed if the cigarette factory is closed. Furthermore, reports of consumer complaints against online credit companies showed a high trend in the last quarter of 2018, but online credit companies will also defend themselves by throwing all the blame at consumers for late payments or bad credit. All the examples above show that all parties are free to interpret good and bad standards, resulting in damage to market morality (Roumieh, 2018).

Unlike traditional and conventional marketing, digital marketing offers the following benefits (Varadarajan, 2022): Monitorable and Measurable. Advances in technology have made it quite easy to measure the effectiveness of marketing campaigns through digital analytics dashboards such as Google Analytics, Google Data Studio, or Adobe Analytics. Through the application of digital analytics, data collected over some time is right at society's fingertips and can be accessed whenever and wherever their want. Each user interaction (touchpoint) with their business generates its own data set, allowing society to segment the data and understand how each touchpoint contributes to their bottom line which means sales or conversions. A conversion can be any action a user performs such as downloading an e-book, submitting an inquiry form, or making an online purchase.

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From here, they can find out which touchpoints resonate with their target audience, i.e., contribute the most to conversions, and reproduce this success in future campaigns.

Efficiency in Optimization. The advent of online media platforms has enabled marketers to purchase ad space on various websites and mobile apps and review live reports within hours. This allows marketers to review ad campaign performance and make adjustments on the fly such as optimizing creatives to increase audience engagement (Behera, 2022).

Broad and Targeted Reach. With billions of users on social media platforms like Facebook, YouTube, and LinkedIn, society's reach is primarily limited by their budget. Many of these social media platforms also allow them to target their ads to specific audiences, for example by demographics, interests, and behavior patterns such as retargeting. Retargeting is a form of marketing that allows them to show relevant ads to users who have visited certain pages on their website. For example, if a user visits an online store that sells groceries and lands on a product page that sells apples, that grocery store could target the user with apple-related ads after the user leaves the site and browses other websites, social media platforms, and mobile app devices (Wong, 2022).

Digital marketing is currently an alternative for many business people to get business development. Digital marketing is a form of marketing activity using digital media such as the internet to be able to attract the attention of potential customers correctly, precisely, and quickly. What must be considered for successful digital marketing implementation is that businesses need a marketing approach based on a deep understanding of consumer behavior (Khalayleh, 2022). That way, business people can determine the appropriate digital marketing channels for the business they run.

Finally, the purpose of this study was to describe the differences between Sharia marketing and digital marketing and to explore the Sharia marketing and digital marketing theoretically.

RESULT AND DISCUSSION

An Introduction to Sharia Marketing and Digital Marketing

Sharia marketing is a strategic business discipline that directs the process of creating, offering, and changing the value from an initiator to a stakeholder, which in the whole process is following the contracts and principles of business in Islam (Janah, 2020). This means that in sharia marketing, the entire process, including the creation process, the offering process, and the value change process, must not contain things that conflict with Islamic contracts and *mu'amalah* principles (Rahmawati, 2020). As long as this can be guaranteed, and deviations from Islamic *mu'amalah* principles do not occur in an interaction or a business process, then any form of transaction in marketing is permissible (El-Omari, 2019).

Four characteristics of sharia marketing can serve as a guide for marketers, namely (Kartajaya & Sula, 2006):

Theistic (*rabbaniyah*). One of the characteristics of sharia marketing that is not owned by conventional marketing which is known so far is its religious (*diniyyah*). This condition is created from an awareness of religious values, which are seen as important and characterize marketing activities so as not to fall into actions that can harm others. The soul of a sharia marketer believes that these theistic or divine sharia laws are the fairest, most perfect, most in harmony with all forms of goodness, most able to prevent all forms of damage, most capable of manifesting truth, destroying evil, and spreading benefit.

Ethical (*akhlaqiyyah*). Another feature of sharia marketing apart from being theistic (*rabbaniyyah*), is also because sharia marketing emphasizes morals (morals, ethics) in all aspects of its activities. This ethical nature is a derivative of the theistic nature (*rabbaniyyah*) above.

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Thus, sharia marketing is a marketing concept that emphasizes moral and ethical values, regardless of religion. Because moral and ethical values are universal values taught by all religions.

Realistic (*al-waqi'yyah*). Sharia marketing is not an exclusive, fanatical, anti-modern, and rigid concept. Sharia marketing is a flexible marketing concept, as is the breadth and flexibility of Islamic sharia that underlies it. Sharia marketers do not mean that marketers must dress in the style of the Arab nation and forbid ties because they are considered a symbol of western society, for example. Sharia marketers are professional marketers with a clean, neat, and modest appearance, regardless of the model or style of dress they wear. They work professionally and prioritize religious values, piety, moral aspects, and honesty in all their marketing activities.

Humanistic (*al-insaniyyah*). Another feature of sharia marketing is that it is universally humanistic. The definition of humanistic (*al-insaniyyah*) is that sharia was created for humans so that their degrees are elevated, their human nature is maintained and preserved, and their animal traits can be restrained by sharia guidelines. By possessing the humanistic values of Sharia, marketers become human beings who are controlled and balanced (*tawazun*), not humans who are greedy, and justify any means to gain the maximum profit. Not being a human who can be happy with the suffering of other people or a human whose heart is dry with social concern.

In general, the epistemological concept of sharia marketing is sharia-driven which is oriented towards meeting the needs and desires of consumers and creating value for them as long as it does not conflict with the main sources in Islam, namely the Koran, and Hadith. The concept of axiology in sharia marketing is clear, in which the standards of morality (right or wrong and good or bad) that are used are all sourced from the Koran and Hadith, both *qauli* (speech), *fi'li* (deeds), and *taqriri* (approval), for the deeds of the companions of the Prophet (Chaniago, 2022).

The clarity of the sources of ethics and morality in sharia marketing (the Koran and Hadith) is what distinguishes conventional marketing concepts from sharia marketing. The clarity of the sources of morality and the series of problems described above are the ontological reasons why sharia-based marketing is needed. The goal is, namely to create true justice for all stakeholders in the market. This goal is also in line with the concept of *maqashid* (objective) of sharia, namely to protect religion, life, lineage, property, and mind. In maintaining these five things, sharia marketing has the goal of maintaining market morality to create justice in the market for all stakeholders. The concept of justice in sharia marketing is expected to be a solution to the problems mentioned earlier. This is the reason why the global community needs to study and implement sharia marketing in the business world (Nasir, 2022).

Digital marketing is the marketing of products or services using digital technology via the internet, social media, cell phones, or other digital media. It is also an umbrella term that covers various marketing strategies such as Social Media Marketing, Search Engine Optimization (SEO), and Email Marketing. Compared to traditional marketing methods such as print media, billboards, and TV, digital marketing is fundamentally data-driven. Many of today's popular digital advertising platforms provide access to campaign reports for comprehensive data analysis. With the combined power of the internet and technology, today's Digital Marketers can collect and analyze data on different customer behavior or user engagement, enabling them to facilitate more personalized content and advertisements toward a clearly defined audience for better engagement and results (Mubarok & Imam, 2020).

After knowing what it means and some of the basic concepts of digital marketing, are they interested in trying it? To start marketing using digital media, there are some things they need to prepare.

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First, prepare the tools used to do the marketing. Several tools that can be used in digital marketing include websites, social media accounts, brand and product identities, blog uploads, and online footprints (reviews, feedback from customers, etc.). In the world of digital marketing, these tools are an asset to them, so take good care of them. Second, prepare attention-grabbing and shareable content. Content can be in the form of photos, videos, writing, or something else. Society should also define marketing goals and target markets tailored to the content. Third, they can start uploading and then evaluate each upload on each social media they have, determine which ones provide feedback, and focus on a few assets that provide good feedback for their business. The next step that can be taken is to enter and join the public marketplace forum. Make sure their business profile is good because it will affect the brand image (Crittenden, 2019).

Sharia Marketing Principles

To conceptualize sharia marketing, one must know about sharia marketing principles. There are seventeen Sharia marketing principles (Fauzi, 2019), namely:

Information Technology Allows Us to be Transparent. Change is something that will happen. Therefore, changes need to be addressed carefully. The forces of change consist of five elements: technological changes, legal and political changes, socio-cultural changes, economic changes, and market changes. In this case more emphasis on the impact of technological change. The roots of all changes – whether social, political, or economic – are due to continuous technological innovation. With the rapid development of technology, Islamic markers must utilize it to support the performance of the markers themselves. Markers will certainly be facilitated in serving the community with technological developments (Roumieh, 2018).

Be respectful to society's competitors. In carrying out sharia marketing, companies must pay attention to how they face dynamic business competition. So when the business competition is getting tighter and sometimes dirty, companies must have the moral strength not to be affected by such business games. Sharia markers must comply with Islamic principles in conducting marketing activities. Even in facing competition, Islamic markers are required to compete healthily and not use dirty methods. Sharia marketers must also respect their competitors because basically all humans work to earn sustenance to make ends meet.

The emergence of customers global paradox. In the current era of globalization, people live their lives paradoxically. This paradox requires us to focus on what is most important in our daily activities. For religious people, globalization brings many benefits and opportunities, and because of that, we must learn from one another without leaving our identity. In this era of globalization, Islamic markers must quickly adapt to the environment. Because in this era of globalization, new cultures emerged due to the influence of globalization.

Develop A Spiritual-Based Organization (Company). The Body Shop, which was founded by Anita Roddick, is a cosmetics company that was once elected as Company of the Year in 1987, is a successful company thanks to the values and basic principles that the company adheres to. The Body Shop has the principle of honesty, which is shown by providing appropriate value to customers from the products it produces. What Anita Roddick is doing is implementing spiritual values in the company. By implementing a spiritual-based organization, they always convey messages to their subordinates to make the world a better place by prioritizing humility and honesty, even when they have become successful entrepreneurs. Like Anita Roddick's successful company by applying spiritual principles, Islamic banks or BMT must apply spiritual principles to every element of the company, including the markers. So that the marketer works wholeheartedly to achieve true happiness.

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View Market Universally (Segmentation). Segmentation is the art of identifying and taking advantage of opportunities that arise in the market. Segmentation allows companies to focus more on allocating resources. By creative ways of dividing the market into segments, companies can determine where they should provide the best service and where they have the greatest competitive advantage. 6) Target Customer's Heart and Soul (Targeting) Targeting is a strategy to allocate company resources effectively because the resources they have are limited. By determining the target to be shot, our efforts will be more focused. Without targeting, employees will work as they please, even though they have great potential to obtain maximum results. Therefore targeting is important in the company to realize the potential of the employees themselves.

Build A Belief System (Positioning). Positioning is a strategy to seize a position in the minds of consumers, so this strategy concerns how to build trust, confidence, and competence for customers. And for sharia-based companies, building trust means showing a commitment that sharia companies offer something more than non-sharia companies.

Differ themselves with a good package of content and context (differentiation). Differentiation is defined as the act of designing a set of meaningful differences in a company's offering. Differentiation can be in the form of content (a dimension of differentiation that refers to the value offered to customers), and context (a dimension that refers to the way they offer products).

Be honest with their 4 ps (marketing mix). Marketing mix whose elements are product, price, place, and promotion (4P). Product and price are components of offers, while place and promotion are components of access. For sharia companies, for the offer component, products and prices must be based on the values of honesty and fairness; under sharia principles. The access component is very influential on how the company's business sells products and prices. Promotion for companies based on sharia must describe in real terms what is offered by the company's products.

Practice A Relationship-Based Selling. Selling referred to here is how to maximize sales activities to create a win-win situation for both the seller and the buyer. In selling, companies not only convey the features of the products and services offered, but also the benefits and even solutions of these products and services.

Use a Spiritual Brand Character. In the view of sharia, a good brand has a strong character. And for companies or products that apply sharia marketing, a brand must also reflect characters that do not conflict with sharia principles or spiritual values. Some of the characters that can be built to show this spiritual value can be described by the values of honesty, fairness, partnership, togetherness, openness, and universality.

Service Should Have the Ability to Transform. To become a large and sustainable company, a marketing sharia-based company must pay attention to the services offered to maintain stakeholder satisfaction. The stakeholders in question are not only consumers but also shareholders, the government, and the employees themselves.

Practice A Reliable Business Process. The process reflects the level of quality, cost, and delivery which is often abbreviated as QCD. Process in the context of quality is how to create a process that has more value for consumers. Process in the context of cost is how to create an efficient process that does not require a lot of costs, but guaranteed quality. While the process in the context of delivery is how the process of sending or delivering products or services offered by the company to consumers.

Create a balanced value for their stakeholders (scorecard). The principle in sharia marketing is to create value for its stakeholders. The three main stakeholders of a company are customers, employees, and shareholders. The three stakeholders are very important because they are people who play a very important role in running a business.

In maintaining this balance, the company must be able to create superior value for the three main stakeholders with the same weight.

Create A Noble Cause (Inspiration). Inspiration is about dreams to be achieved that will guide the company along its journey to realize the company's goals. So, in a marketing sharia-based company, determining the vision and mission cannot be separated from the meaning of sharia itself, and the ultimate goal to be achieved. This ultimate goal must be noble, more than just financial gain.

Develop An Ethical Corporate Culture. Corporate culture describes the identity of the company. This is reflected in the values held by each individual in the company and their behavior when carrying out their business processes. A healthy corporate culture is a culture that is expressed by every employee with an open heart and following ethical values. The following are some of the basic cultures in a sharia-based company: a) Cultivate greetings b) Be generous, be friendly, and serve. c) How to dress in sharia nuances. d) Clean work environment.

Measurement Must Be Clear and Transparent (Institution). The last principle is how to build an organization or institution by sharia principles. In sharia, companies must have a transparent feedback system. This feedback system examines the satisfaction of meeting the needs of the three main stakeholders. Transparency means that the three main stakeholders must obtain as clear and honest information as possible from the company (Sani, 2022).

Digital Marketing Strategy

A digital marketing strategy is a plan or action to achieve set marketing goals (Olson, 2021). Goals are determined by what their business goals are and the order of priority. Once these goals are set, a digital marketing campaign will be developed and executed to achieve them. A digital marketing strategy is different from a digital marketing campaign. When talking about digital marketing strategies, we refer to master plans or blueprints for achieving long-term or macro goals. Campaigns on the other hand are specific tactics used to achieve short-term micro goals in digital marketing strategy.

Having a strategy is just as important as having a plan for achieving any goal. It completely optimizes workflow implementation, enabling high effectiveness while neglecting different areas to review data analytics and act on them. This paves the way for continuous improvement in various digital marketing strategies from search marketing, conversion rate optimization (website user experience), email marketing & social media marketing to build their business goals, acquire new customers, and build more. relationship with an existing one. Their business also needs a competitive and sustainable content marketing strategy to reach and convert more customers by leveraging the power of online content, while integrating various digital marketing channels with traditional media (Alexander, 2019).



Figure 1. Digital marketing content

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Some of the key components of this marketing strategy include Defining the brand: And using brand guidelines to define the brand. Consider their business' Unique Selling Points (USP). Develop customer personas: Understand demographic information such as age, gender, location, and motivation that drives people to choose products and services. Use Google Analytics to assist in creating buyer personas and segment them according to keywords in organic traffic Defining S.M.A.R.T. (Specific, Measurable, Achievable, Relevant, Time-limited Goal.) Marketing goals and KPIs: E.g. Achieve a 20% increase in leads generated from filling out list forms in the next 6 months Identify target markets: Use market research tools like Google Keyword Planner, Google Trends, and Facebook Audience Insights to conduct market research and identify potential target markets. Perform competitive analysis: Use the web and social analysis tools such as similar web, Semrush, and SocialBakers to analyze their competitors and perform a SWOT analysis. Manage and allocate resources appropriately to achieve goals: Resources include manpower (internal or outsourced team, external marketing agency) and budget. Review and optimize campaign performance: Use digital marketing analytics tools such as Google Analytics to track, measure and report on the performance of their digital marketing campaigns (Utami & Basrowi, 2021). Examples of digital marketing there are many types or categories of digital marketing. Examples of digital marketing include Social Media Marketing (SMM); Search Engine Optimization (SEO); Search Engine Marketing (SEM); Email Marketing; Automation Marketing; Digital Advertising; and Content Marketing (Kim, 2021).

Sharia Marketing and Digital Marketing Application

Islamic economics is one of the most important parts of today's global economy (H. H. Adinugraha et al., 2020). Which has seven Islamic economic sectors that continue to increase significantly, namely the culinary sector, the Islamic finance sector, the insurance industry sector, the fashion sector, the cosmetic sector, the pharmaceutical sector, the entertainment sector, and the tourism sector (Sholehuddin et al., 2021). Where the seven sectors carry the concept of halal in each of their products. Some things are driving the growth of the global Muslim market today, namely the demographics of the young Muslim market in large numbers, and the rapid economic growth of Muslim-majority countries. Meanwhile, Islamic values encourage the growth of Islamic business and lifestyle, the growth of trade transactions between the Organization of the Islamic Conference countries, the participation of multinational companies, technology, and connectivity between countries (Jailani & Adinugraha, 2022).

The development of sharia economic activities will affect the service sector, which applies sharia principles in running its business such as Islamic travel, and culinary with an Islamic concept, and there are businesses in the tourism sector with sharia concepts (Rahim, 2022). Sharia tourism focuses on halal products, which contain sharia principles as regulated by the Indonesian Ulema Council (H. H. Adinugraha et al., 2021).

Today the development of the business world in Indonesia is progressing rapidly, both business in the industrial and service sectors (Nugroho et al., 2020). One investment that is very promising and is growing according to needs is hospitality or lodging, with various facilities provided that pamper guests, following customer needs which are increasingly demanding more comfort. In terms of function, the hotel is a temporary resting place, which is visited when someone is outside the area or when away from home (Purwanto et al., 2020).

Business management, including businesses that apply sharia principles, requires marketing performance (H. H. Adinugraha, 2013). Marketing is the front of a business. Marketing has a working definition of a business process to achieve the product and product values to consumers.

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Marketing in the business world is not a concept that only relies on instruments such as marketing mix, targeting, positioning, and branding alone. But marketing has developed far towards a more mature and growing like new wave marketing.



Figure 2. Islamic marketing elements

In sharia marketing, a business that is accompanied by sincerity is solely the value of worship before Allah (H. H. Adinugraha & Zayadi, 2020). This will be the seed and basic capital for him to grow into a big business, which has a spiritual brand, which has charisma, excellence, and uniqueness that is unmatched. Islam teaches humans to live their lives correctly, as has been arranged by Allah. It is this effort to live rightly that makes one's life of high value (Rizqi Toyibah et al., 2021).

Marketing itself is a form of *mu'amalah* that is justified in Islam, as long as in all the transaction processes it is maintained from things that are prohibited and permitted by sharia provisions. Philip Kotler defines marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products or value with others. This definition is based on core concepts, such as needs, wants and demands, products (goods, services, and ideas), value, costs and satisfaction, exchanges and transactions, relationships and networks, markets and marketers, and prospects.

Sharia marketing strategy is the application of a strategic business discipline under sharia values and principles. Sharia marketing is carried out based on Islamic concepts that have been taught by the Prophet Muhammad. The core values of sharia marketing are integrity and transparency, so a marketer (who is also called a marketer) should not lie and people buy because they need what they want and what they need, not because of the discount. The sharia marketing strategy is nothing but a business strategy that leads to the process of creating, and changing value to stakeholders and an offer in the process of using sharia *mu'amalah* (business) principles for fulfilling consumer lives to avoid evil (H. H. Adinugraha & Mujaddid, 2021).

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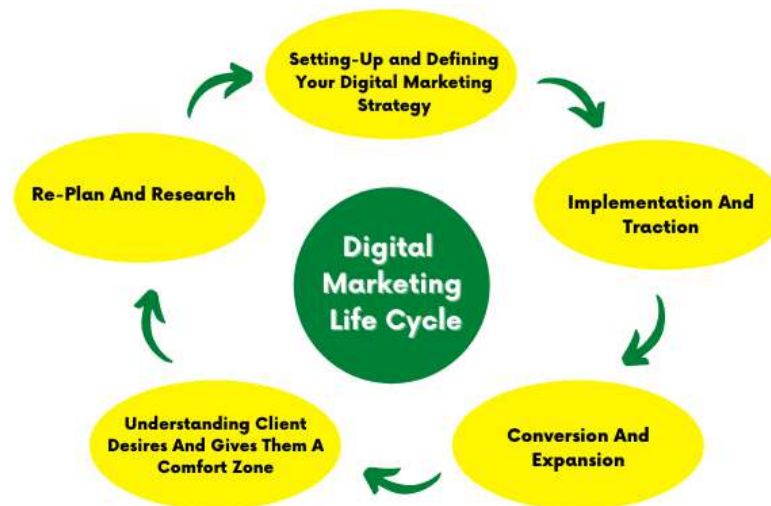


Figure 3. Digital marketing life cycle

In general, digital marketing involves several steps, such as: Defining marketing goals. Identify the target audience. Identify the right marketing channels and marketing tactics. Develop and optimize content and messaging for each channel (H. H. et al Adinugraha, 2021). Campaign measurement across key metrics.

Some things that need to be prepared and considered to start digital marketing, namely: Preparing a website, social media accounts, brands and products to start marketing, blog articles, and digital footprints such as reviews and video testimonials so that they can help improve the brand. Create content that can attract the attention of potential customers, for example, photos, drawings, company profile videos, writings, review articles, and other forms. Post content and attach it to every social media they have. The next step that can be taken is to enter and join the marketplace forum. Try to have a good business profile because it will affect the brand image.

Some of the advantages of implementing digital marketing in a business, namely: Reaching a more targeted audience. Increase brand loyalty. A brand has the opportunity to grow further by finding new markets and introducing them globally. Creating a brand image and facilitating direct interaction with consumers openly. Enables business owners to create engaging campaigns and earn social currency which is then passed from user to user and goes viral. Offers easy evaluation of conversion data from strategies that have been implemented. Digital marketing costs are relatively cheaper than traditional methods.

Please note that not all digital marketing is successfully implemented. Things that might happen and become challenges, namely: Business people may have difficulty starting or finding the right channel for digital marketing. It becomes more difficult to attract the attention of the audience because there are more and more competing advertisements (H. H. Adinugraha & Muhtarom, 2021). Find it difficult to analyze the large datasets they get and then exploit that information in their marketing efforts.

CONCLUSION

This literature review research that has been carried out by researchers structurally and systematically concluded and found that Sharia marketing has become a hot topic of discussion in recent years. This is influenced by the growth of the halal industry in various countries in the world, not only in countries with a majority Muslim population but also in countries with minority Muslim populations.

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Sharia marketing is a strategic business discipline that directs the process of creating, offering, and changing the value from an initiator to its stakeholders, which in the whole process is following the contracts and principles of business in Islam. The online era has made many significant changes to how a product is communicated and marketed. Currently, marketing trends are starting to move towards digital marketing. Digital marketing can be interpreted as marketing or promotional activities for a brand or product or service brand that is carried out through digital media. This marketing aims to reach as many customers as possible in an efficient, relevant, and efficient way. If traditional marketing uses print media as a medium, digital marketing uses a lot of online media.

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