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Islamic-Based Digital Marketing Strategy In Improving The Welfare Of Business Actors At Annisa Cirebon Store

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Abstract
This study aims to analyze the application of Islamic-based digital marketing strategies in improving the welfare of business actors in Toko Annisa, a Muslim fashion business located in Astanalanggar Village, Losari District, Cirebon Regency. Marketing digitalization encourages micro, small and medium enterprises to use social media as a means of promotion, while the values of honesty, trust, openness, and fairness remain the foundation that must be maintained so that business activities do not leave the sharia corridor. This study uses a qualitative approach with a descriptive case study design. Data was collected through observation, semi-structured interviews, and documentation of store owners, employees, and three customers as informants. Data analysis was carried out through data reduction, data presentation, and conclusion drawing following the Miles, Huberman, and Saldana models. The results of the study show that Toko Annisa implements digital marketing through WhatsApp, Facebook, and TikTok by prioritizing the principles of shiddiq, amanah, tabligh, and fathanah in every promotional content. The implementation of this strategy has been proven to increase sales volume, expand market reach, strengthen customer trust, and have a positive impact on owner income and employee welfare through bonuses and improved work skills. The main supporting factors include technological advancements, ease of internet access, and commitment to Islamic values of business owners, while the main inhibiting factors are the fierce competition of similar businesses in the digital realm and the limitations of product search features on the platforms used. This study confirms that Islamic-based digital marketing can be a business development model that is oriented not only to financial profits but also to the blessings and sustainability of the business.

Keywords: *Digital Marketing, Islamic Economy, Welfare Of Business Actors, Msmes, Maqashid Syariah*
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INTRODUCTION

The development of digital technology has fundamentally changed the operational patterns of micro, small, and medium business actors, especially in the marketing realm. Digitalization allows business actors to expand their market reach through social media, marketplace platforms, and various other digital channels without having to rely entirely on conventional methods that are limited by distance and time. This transformation of the way of doing business is in line with the findings of Ariza and Aslami (2021) who show that micro, small, and medium enterprises in the digital era are required to adjust their marketing strategies to remain competitive in the face of changes in consumer behavior that increasingly rely on information technology. The use of digital technology also helps business actors manage payments, financial records, and customer communication more efficiently so that business operations run more organized.

Islam views trade activities as part of muamalah worship which must be carried out with the values of honesty, justice, and responsibility. This teaching emphasizes that material profits are not the only purpose of business, but must be accompanied by blessings that are born from the way to obtain halal and clean sustenance from the elements of riba, gharar, and maisir. This principle becomes increasingly relevant when business actors begin to enter the realm of digital marketing which is very open and easy to abuse to overdo product quality or hide important information from consumers. Hartini, Fasa, and Suharto (2022) emphasized that digital marketing in the view of Islamic economics is mandatory to market halal products, avoid usury, maisir, and gharar, and be oriented towards the common welfare between sellers and buyers, not just pursuing one-sided profits. This view reinforces the importance of instilling Islamic business ethics in the form of shiddiq, amanah, tabligh, and fathanah in every digital promotion activity.

The Muslim fashion industry is one of the business domains that is growing rapidly as public awareness of products according to sharia increases. This large market opportunity is also felt by small-scale business actors in the region, including Toko Annisa located in Astanalangar Village, Losari District, Cirebon Regency. This business was originally run traditionally by going around offering Muslim clothing to local residents, then switched to using social media such as WhatsApp and Facebook since 2016 to expand customer reach. The shift brought significant changes to sales volume, where traditional marketing was only able to sell about twenty pieces of clothing in a month, while digital marketing was able to drive sales up to seventy-five pieces in the same period.

However, the implementation of digital marketing at Toko Annisa is not fully optimal. The use of digital media as a means of promotion and communication is still limited so that market reach has not developed optimally. This condition creates a gap between digital marketing theory, which believes that the use of social media can expand the market and reduce promotional costs, and practices in the field that still face content management constraints, promotion consistency, and a comprehensive understanding of sharia principles. This kind of gap was also found in the research of Nufus, Rachmatika, and Kinkin (2024) which showed that the application of Islamic marketing ethics in micro, small, and medium enterprises still faces challenges in the form of limited digital literacy and understanding of sharia principles for business actors, so that its application is not fully consistent in all aspects of online promotion.

The study of digital marketing based on sharia principles is actually not new in Islamic economic literature. Panggabean (2022) explained that digital marketing in the Islamic economic view is a combination of the use of information technology with Islamic moral values that require business actors to maintain the honesty of product information, not to manipulate promotional content, and respect the right of consumers to obtain correct information. Pratiwi and Rohman (2023) through a SWOT analysis of the fashion retail business found that the implementation of digital marketing in line with sharia principles is able to increase sales turnover while strengthening the business image in the eyes of Muslim consumers who are increasingly selective in choosing products. Meanwhile, Salsabila and Rahayu (2024) prove that the consistency of the application of Islamic values in digital marketing has a positive and significant effect on consumer interest and trust in using a sharia-based product or service.

In terms of the welfare of business actors, Al Farisi, Fasa, and Suharto (2022) emphasized that micro, small, and medium enterprises have a strategic role in improving community welfare because they are able to absorb labor and drive the wheels of the economy at the local level directly. Nasution and Silalahi (2022) also found that the application of sharia-based digital marketing in culinary businesses is able to increase the income of business actors in real terms, while strengthening customer loyalty through transparent communication and honest service. These findings provide the basis that the welfare of business actors is not solely measured by increasing income, but also by the sustainability of businesses that are run according to sharia values so as to provide inner peace for the business actors themselves.

Based on the description above, this study seeks to answer three main problems. The first problem is related to how the implementation of Islamic-based digital marketing strategies is implemented at Toko Annisa. The second problem is related to how the impact of the implementation of the strategy on the welfare of owners and employees. The third problem is related to the supporting and inhibiting factors that affect the implementation of Islamic-based digital marketing strategies at the research site. This research aims to take an in-depth picture of the digital marketing practices carried out by Toko Annisa while still prioritizing sharia principles, measure the contribution of marketing digitalization to the economic and non-economic welfare of business actors, and identify internal and external factors that affect the success of the implementation of the strategy. The results of this research are expected to make a theoretical contribution to the development of sharia digital marketing studies as well as practical benefits for similar business actors in developing effective marketing strategies and in accordance with Islamic values.

RESEARCH METHODOLOGY

This research uses a qualitative approach with a descriptive case study design. The qualitative approach was chosen because this research seeks to understand the phenomenon of the application of Islamic-based digital marketing in depth through the perspective of business actors and customers, not to test the relationship between variables statistically. The researcher plays a role as the main instrument in the process of collecting and interpreting data, as emphasized by Creswell in the study Mashuri (2021) that qualitative research seeks to investigate and understand the meaning given by individuals or groups to a social problem through observation of the natural environment of the research subject. The design of the case study was chosen because the focus of the research is only directed to one specific object,

namely the Annisa Shop, so that the analysis can be carried out in-depth and specific to field conditions without being oriented to generalization to the wider population.

The research was carried out at Toko Annisa located in Astanalanggar Village, Losari District, Cirebon Regency, with a data collection time range from May to December 2025. The data sources in this study consist of primary data and secondary data. Primary data was obtained directly from five informants consisting of shop owners, one employee, and three customers who were selected using purposive sampling techniques based on the consideration that the informants had direct experience and knowledge related to digital marketing practices at the research site. Secondary data was obtained from business documents, sales records, and documentation of promotional content used by Toko Annisa on various social media platforms.

The data collection technique is carried out through three complementary ways. Observation is carried out to directly observe the digital marketing activities carried out by the store, including the way content is presented, interaction with customers, and the online transaction process. The interview is conducted in a semi-structured manner using pre-prepared question guidelines but still provides space for informants to explain answers in more depth according to their respective experiences. Documentation is carried out to complement observation and interview data in the form of product photos, screenshots of promotional content, and sales records that are evidence to support the research findings.

The validity of the data is checked through a credibility test that includes extension of observations, increased diligence, and triangulation. The triangulation used includes triangulation of data sources by comparing information between informants, triangulation of theories by linking field findings to the framework of maqashid sharia, and triangulation of methods by comparing the results of interviews, observations, and documentation to ensure the consistency of the information obtained. This step is important to ensure that the data analyzed truly reflects real conditions in the field, not just a one-sided perception from one data source.

The data analysis follows the interactive model of Miles, Huberman, and Saldana which consists of three main stages. The data reduction stage is carried out by sharpening, grouping, and filtering relevant information from all raw data from interviews and observations. The data presentation stage is carried out by organizing the information that has been reduced into the form of a descriptive narrative and a matrix of findings so that the pattern of relationships between themes can be clearly seen. The conclusion drawing stage is carried out gradually throughout the research process, then re-verified through triangulation to ensure the validity of the final conclusion. The analysis process is complemented by thematic coding techniques using six main codes, namely SPI for Islamic marketing strategy, PDI for Islamic digital marketing, KPI for customer satisfaction, PEN for economic and revenue improvement, KUA for product quality, and PEL for Islamic services. This coding makes it easier for researchers to organize long interview data into more structured themes before being further analyzed at the discussion stage.

RESULTS AND DISCUSSION

The findings of the study show that Toko Annisa implements digital marketing while still upholding the principle of shiddiq through the presentation of honest and realistic product information. This practice is in line with the views of Hartini, Fasa, and Suharto (2022) who affirm that digital marketing in the realm of Islamic economics must be oriented towards the honesty of product information and the avoidance of elements of riba, gharar, and maisir in

every transaction. The suitability of these findings shows that even though Toko Annisa is a small-scale business in rural areas, the principles of Islamic business ethics can still be applied consistently in the broader and complex realm of digital marketing.

The application of the principle of trust in Toko Annisa can be seen from the accuracy of delivery of goods, quick response to customer questions, and willingness to handle complaints or returns of products that are not suitable. The value of this trust is an important element that distinguishes Islamic-based digital marketing from conventional digital marketing, as found by Panggabean (2022) that business actors who apply Islamic moral values in digital marketing tend to be more trusted by consumers because they consistently maintain information rights and do not manipulate promotional content. The trust built through the application of the mandate ultimately contributes to long-term customer loyalty, as seen in the recognition of Toko Annisa customers who stated that they remain loyal to shopping even though there are many alternatives to similar stores in the digital realm.

From the perspective of the concept of qaulan sadida, the findings of this study show that Toko Annisa's marketing communication is not solely oriented to the attractiveness of promotions, but also to the accuracy of the information conveyed to customers. This principle is important considering that online transactions are prone to information uncertainty that can cause customer disappointment if the product received does not match the description. The compatibility between promotional promises and the reality of the products received by customers is the main key in building long-term business relationships that are mutually beneficial.

Associated with the framework of sharia maqashid, especially the hifz al mal dimension, the digital marketing strategy implemented by Toko Annisa plays a role in maintaining the sustainability of business actors' assets through halal and blessed means. The increase in income obtained by Toko Annisa is not just a financial achievement, but the result of business processes that are carried out with honesty and responsibility so that they have a blessing value for owners and employees. This view is in line with the findings of Al Farisi, Fasa, and Suharto (2022) who affirm that the role of micro, small, and medium enterprises in improving community welfare is not only measured by income growth, but also by business sustainability that is able to provide wide benefits to business actors and the surrounding environment.

The positive impact of Islamic-based digital marketing on the welfare of Annisa Shop employees also strengthens the findings of Nasution and Silalahi (2022) who show that the application of sharia-based digital marketing in culinary businesses is able to increase the income of business actors in real terms while strengthening better working relationships between owners and employees. The bonuses received by Annisa Shop employees when sales targets are achieved are a concrete form of the principle of fairness in the distribution of business results, while encouraging higher work motivation. Improving employee skills in managing digital content is also a valuable asset for their career sustainability in the business realm that increasingly relies on digital competencies.

The supporting factors in the form of technological advances and ease of internet access found in this study are in line with the results of a study by Ariza and Aslami (2021) which emphasized that the success of micro, small, and medium business marketing strategies in the digital era is greatly influenced by the ability of business actors to take advantage of the available information technology infrastructure. Toko Annisa utilizes story, live broadcast, and digital catalog features on various platforms to present products in a more attractive and

interactive way, so that it is able to expand market reach without being limited by geographical location. This condition confirms that digital marketing is not only relevant for large-scale businesses in urban areas, but can also be effectively adopted by small businesses in rural areas such as Toko Annisa.

On the other hand, the inhibiting factor in the form of tight competition for similar businesses in the digital realm strengthens the findings of Pratiwi and Rohman (2023) which show that the main challenge for fashion retail business actors in implementing sharia-based digital marketing lies in the high number of competitors who offer similar products with increasingly aggressive promotional strategies. Annisa stores are required to maintain the consistency of Islamic values in promotion without being tempted to over-promote or demean competitors, even though competition pressure is getting higher. This consistency is a challenge because business actors must balance the need to attract customers' attention with the obligation to maintain Islamic business ethics that have become a business identity.

The limited understanding of business actors in deep Islamic economic principles, especially related to the avoidance of riba, gharar, and maisir in the digital transaction mechanism, strengthens the findings of Nufus, Rachmatika, and Kinkin (2024) that the application of Islamic marketing ethics in micro, small, and medium enterprises still faces uneven obstacles to sharia literacy. This condition indicates the need for continuous assistance from related institutions, both academics and sharia economics practitioners, so that small business actors such as Toko Annisa are able to apply sharia principles more comprehensively and consistently in all aspects of digital marketing that are carried out.

Overall, the results of this study confirm that the integration between digital marketing and Islamic values is able to create a business development model that is balanced between economic achievement and blessings. Toko Annisa proves that small-scale businesses in rural areas can still compete and develop through the use of digital technology, as long as business actors consistently maintain the principles of honesty, trust, fairness, and responsibility in each of their promotional activities. This finding enriches the study of sharia digital marketing by providing empirical evidence from micro-scale businesses that have not been the focus of research compared to medium or large-scale businesses.

CONCLUSION

Based on the results of the research and discussion, it can be concluded that: first, Toko Busana An-Nisa has implemented a digital marketing strategy through WhatsApp, Facebook, and TikTok by prioritizing sharia principles in the form of honesty, transparency of product information, and good communication ethics, so as to create business activities that are more blessed and trusted by consumers. Second, the implementation of this strategy has a positive impact on the welfare of business actors in the economic, social, and spiritual dimensions—characterized by increased income and business stability for owners, as well as income stability and additional incentives for employees. Third, the supporting factors for implementation include technological advancements, ease of internet access, and increasing interest in online shopping among the public, while the main inhibiting factors are the fierce business competition in the digital realm and the limited understanding of Islamic economic principles among business actors.

For business owners, it is recommended to continue to strengthen the principles of honesty, trust, and fair service in every digital transaction as a competitive advantage, as well as expand

the use of creative promotion features on digital platforms. For the next researcher, it is recommended to expand the scope of research on various other types of businesses and add variables such as digital literacy and customer loyalty to deepen the analysis of the welfare of business actors.

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