



email: [jdmhi@walisongo.ac.id](mailto:jdmhi@walisongo.ac.id)

**Journal of Digital Marketing and Halal Industry**

[ISSN: 2716-4810 \(print\)](#) [ISSN: 2716-4802 \(online\)](#)

---

## Author Guidelines

The journal invites scholars and experts working in Islamic economics. Articles should be original, research-based, unpublished and not under review for possible publication in other journals. All submitted papers are subject to review of the editors and blind reviewers.

Articles should be written in standard Indonesian or English between approximately 5000-8000 words including text, all tables and figures, notes, references, and appendices intended for publication. Articles must be submitted to JDMHM Editorial Team by online submission at ejournal portal address: <http://journal.walisongo.ac.id/index.php/JDMHI/index>; also via email to: [jdmhi@walisongo.ac.id](mailto:jdmhi@walisongo.ac.id)

Structure of the article:

1. Title; should be brief, short, clear, and informative which reflect the article content, each word of the title should be started with capitalized letter.
2. Author's names and institutions; should be accompanied by the author's institutions, affiliation address, email addresses and telephone addresses, without any academic titles and/or job title.
3. Abstract; written in one paragraph, in English and Indonesian, not more than 200 words and keywords (3-5 words), contains clear statement of the background of the study, the purpose of the study, method, result, and implication, with no references cited.
4. The article based on fieldwork research should contain introduction, literature review, method, result and discussion, and conclusions. Meanwhile the article based on library or conceptual research includes introduction, discussion, and conclusion.
5. References; References preferably the last 10 year publication. It is suggested the use of Mendeley as a reference manager at styling the footnote and the bibliography.

All notes must appear in the text as citations. A citation usually requires only the last name of the author(s), year of publication, and (sometimes) page numbers. For example: (Siddiqi 2000; Mustafa Omar Moham2023med 2008; al-Shātibī 2000; Geertz 1966:114).

---

**Journal of Digital Marketing And Halal Industry**

**Vol. 6, No. 1 (2024)**

<http://journal.walisongo.ac.id/index.php/JDMHI/index>



email: [jdmhi@walisongo.ac.id](mailto:jdmhi@walisongo.ac.id)

**Journal of Digital Marketing and Halal Industry**

[ISSN: 2716-4810 \(print\)](#) [ISSN: 2716-4802 \(online\)](#)

---

Explanatory footnotes may be included but should not be used for simple citations. All works cited must appear in the reference list at the end of the article.

References should be written in alphabetical order, without any number. The journal uses the Chicago Citation Style, such as below:

Book:

Najjar, Abdul Majid. 2006. *Maqāṣid al-Sharī'ah bi-Ab'ād Jadīdah*. Beirut: Dār al-Gharb al-Islāmiy

Chapra, Muhammad Umer. 1992. *Islam and The Economic Challenge*. Leicester: The Islamic Foundation.

Journal:

Agriyanto, Ratno. 2015. "Redefining Objective of Islamic Banking." *Economica: Jurnal Ekonomi Islam*. Semarang: Fakultas Ekonomi dan Bisnis Islam. VI (2): 77-90

Scientific Work:

Wahid, Din, 2014. *Nurturing Salafi Manhaj: A Study of Salafi Pesantrens in Contemporary Indonesia*. PhD dissertation. Utrecht University.

Newspaper:

Utriza, Ayang, 2008. "Mencari Model Kerukunan Antaragama." *Kompas*. March 19: 59.

Interview:

Interview with Adiwarmarman Karim, Jakarta, June 15th, 2012.



email: [jdmhi@walisongo.ac.id](mailto:jdmhi@walisongo.ac.id)

**Journal of Digital Marketing and Halal Industry**

[ISSN: 2716-4810 \(print\)](#) [ISSN: 2716-4802 \(online\)](#)

---

## Peer Review Process

All manuscripts submitted to the Journal of Digital Marketing and Halal Industry must comply with the Focus and Scope and follow the Author's Guide. The journal is dedicated to research on innovation in digital marketing and halal industries. Any submission that offers new contributions to digital marketing and halal industry scientific research is highly welcomed.

The manuscript must be formatted according to the writing pattern of scientific journals. The rules set out in the Manual of Publications of the American Psychological Association (APA) 7th edition must be followed. You can use the reference management software Mendeley or Zotero, and choose the settings for the American Psychological Association (APA) 7th Edition.

Manuscripts submitted to this journal may be written in English or Indonesian. English or Indonesian manuscripts are preferred to follow good standards of grammar rules. If the Indonesian manuscript is declared accepted, translation into English and proofreading correction will be required.

The author must confirm that the work has not been published or submitted to be published elsewhere. To verify authenticity, all scripts will be checked by plagiarism detection software. The authors are advised to use the online service of TurnitinTM or iThenticateTM to check for similarities. The journal editor will also check similarities using the same online service (with a threshold of 15% maximum similarity, according to TurnitinTM output).

All manuscripts submitted to the journal will be reviewed closely (double-blind peer review), which means the identity of the author is hidden from the reviewers, and vice versa. All manuscripts will first be evaluated by the Chief Editor on their suitability for the journal. Reports deemed suitable by the Editor are usually sent to at least two independent expert reviewers to assess the scientific quality of the paper. If necessary, a third reviewer is required for critical recommendations for the article. The editor is responsible for the final decision regarding the acceptance or rejection of the article. The editor's decision is the end.



email: [jdmhi@walisongo.ac.id](mailto:jdmhi@walisongo.ac.id)

**Journal of Digital Marketing and Halal Industry**

[ISSN: 2716-4810 \(print\)](#) [ISSN: 2716-4802 \(online\)](#)

---

## Reviewer Guidelines

To improve the quality of journal publications, we cordially invite experts to be the reviewer of **Journal of Digital Marketing and Halal Industry**. Your support and contribution would be valuable and constructive to our publication in ensuring the manuscripts published are of quality and high standard.

### Qualifications:

1. The potential reviewers must hold a Master or Doctoral degree
2. The research field must conform to digital marketing and halal industry
3. Have good experience as a reviewer in a scientific journal
4. Have published article(s) in internationally reputable journals and been cited

**In reviewing the manuscript, the reviewer should pay attention to the following:**

### *Presentation*

Does the manuscript present a cohesive argument? Are the ideas clearly presented?

### *Writing*

Does the title reflect the manuscript? Is the writing concise and easy to follow?

### *Length*

Which part(s) of the manuscript should be elaborated/ removed /shortened /summarized/ merged?

### *Title*

Does the title reflect the content of the manuscript in a concise, clear, and attractive way?

### *Abstract*

Does the abstract satisfy the five elements of research background, objective, method, findings, and contributions/implications?

### *Introduction*

The introduction should briefly provide:

1. The background of the study should indicate a research gap to be fulfilled/ addressed
- 

**Journal of Digital Marketing And Halal Industry**

**Vol. 6, No. 1 (2024)**

<http://journal.walisongo.ac.id/index.php/JDMHI/index>



email: [jdmhi@walisongo.ac.id](mailto:jdmhi@walisongo.ac.id)

**Journal of Digital Marketing and Halal Industry**

[ISSN: 2716-4810 \(print\)](#) [ISSN: 2716-4802 \(online\)](#)

---

2. The literature review should provide the relevant theories to the research, and should guide and support understanding to answer the research question/s
3. The originality of the work should be described
4. The objective of the study should be presented in a narrative with effective sentences.
5. The hypothesis development (if using a quantitative method) should be based on theoretical review and is expressed in a one-tailed direction (if it is possible).

#### *Method*

1. The method should thoroughly cover all procedures (Not only describing the definition of terms but also how to conduct the research).
2. The study variables, the research subjects, the research instruments (their names, item numbers, and reliability coefficients) should be identified.
3. The data analysis techniques employed should be elaborated.
4. Sufficient information to provide recommendations or guidelines for further research is suggested to ease other researchers in replicating the research with the same result.

#### *Result*

This section describes the outcome of the study. Use tables and figures if needed. The data presented should be processed (not raw data) and is presented in the form of a table or figure with a supportive description. Table, chart, or figure should explain the analyses. The results should be able to answer the research question and/or hypotheses.

#### *Discussion*

1. The author describes the results of the study and provides an analysis on how they are related to previous or current literature? The author should give substantial meaning to the results of the analysis and compare them with findings of the relevant literature.
2. The author describes the implications of the research.



email: [jdmhi@walisongo.ac.id](mailto:jdmhi@walisongo.ac.id)

**Journal of Digital Marketing and Halal Industry**

[ISSN: 2716-4810 \(print\)](#) [ISSN: 2716-4802 \(online\)](#)

---

3. The authors should address the strengths and limitations of their study. This section should not be a repetition of the results section.

### *Conclusion*

1. This section presents the main conclusions of the study.
2. The conclusion should be presented in effective sentences based on the results and discussions in the form of paragraphs (not in bullet or numbering);
3. It presents the findings of the study as a synthesis of the results of the data analysis and the discussions; highlight new findings that contribute to the development of digital marketing and halal industry



email: [jdmhi@walisongo.ac.id](mailto:jdmhi@walisongo.ac.id)

**Journal of Digital Marketing and Halal Industry**

[ISSN: 2716-4810 \(print\)](#) [ISSN: 2716-4802 \(online\)](#)

---

## Acknowledgement

The members of editorial team of Journal of Digital Marketing and Halal Management extend the gratitude to all the reviewers who have contributed to the peer review process of the manuscripts in Volume 6, Nomor 1 (2024). Professional support and assistance from all respected reviewers have made this journal qualified to be published.

1. [Akhmad Akbar Susamto](#), M.Phil., Ph.D. (Scopus ID 57195902678) Universitas Gadjah Mada, Yogyakarta, Indonesia
2. [Mirwan Surya Perdhana](#), [Scopus ID: 57196192172] Faculty of Universitas Diponegoro, Semarang, Indonesia
3. [Oristin Violinda](#), (Scopus ID 57214119493) Universitas PGRI Semarang, Indonesia
4. [Raditya Sukmana](#), Prof., Dr., MA., (Scopus ID 37015568700) Universitas Airlangga, Surabaya, Indonesia
5. [Rofiul Wahyudi](#), (Scopus ID 57216635393) Universitas Ahmad Dahlan, Indonesia
6. [Suharnomo Suharnomo](#), Dr, M.Si. (Scopus ID 57192278909) Universitas Diponegoro, Semarang
7. [Tastaftiyan Risfandy](#), Dr. M.Si [Scopus Author ID = 57193524279] Universitas Sebelas Maret, Surakarta, Indonesia
8. [Al Haq Kamal, MA.](#), (SINTA ID : 6008702) Universitas Alma Ata Yogyakarta, Indonesia
9. [Ubadul Adzkiya', MA., M.Pd](#) (SINTA ID: 6659419) Universitas Wahid Hasyim Semarang, Indonesia
10. [Marwini, SHL., MSI., MA](#), (SINTA ID: 6707592) Universitas Diponegoro Semarang, Indonesia
11. [Ahmad Lukman Nugraha, MA.](#), (SINTA ID: 6657128), Universitas Darussalam Gontor, Indonesia
12. [Fahmi Fatwa Rosyadi Satria Hamdani](#), (Scopus ID : 57204893549), Universitas Islam Bandung (UNISBA), Bandung, Indonesia
13. [Ali Imron](#), Universitas Wahid Hasyim, (Unwahas), Semarang, Indonesia.



email: [jdmhi@walisongo.ac.id](mailto:jdmhi@walisongo.ac.id)

**Journal of Digital Marketing and Halal Industry**

[ISSN: 2716-4810 \(print\)](#) [ISSN: 2716-4802 \(online\)](#)

---

14. [Ersila Devi Rinjani](#), Universitas Wahid Hasyim, (Unwahas), Semarang, Indonesia.