

Optimizing Sharia Marketing Management in Micro, Small, and Medium Enterprises (MSMEs) to Meet Global Market Needs

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Cinta Amalia Sukma¹, Dwi Novaria Misidawati²

^{1,2}Universitas Islam negeri K.H Abdurrahman Wahid Pekalongan, Indonesia

cinta.amalia.sukma@mhs.uingusdur.ac.id

dwi.novaria.misidawati@uingusdur.ac.id

Abstract

Optimizing sharia marketing management in Micro, Small, and Medium Enterprises (MSMEs) is an important strategy in facing increasingly fierce global market competition. Sharia marketing not only focuses on providing halal products, but also emphasizes the application of Islamic values such as honesty (siddiq), trustworthiness, intelligence (fathonah), and good communication (tabligh) in every business activity. This approach is believed to be capable of building trust and loyalty among Muslim consumers, who constitute a growing segment of the global market. Through the integration of the sharia marketing mix (product, price, place, promotion), MSMEs can strengthen their business position in an ethical and sustainable manner. A case study of herbal medicine MSMEs in Batam City shows that product innovation, packaging, and promotional strategies that are in line with sharia principles can increase competitiveness and expand market reach. Government support through training, coaching, and access to capital also encourages the digital transformation of MSMEs, although challenges such as limited capital, low digital and sharia literacy, and access to halal certification remain major obstacles. The use of halal e-commerce, Islamic social media, and the integration of global halal marketplaces are strategic solutions in expanding market access and increasing business efficiency. This study emphasizes the importance of collaboration between the government, Islamic financial institutions, and the business sector in creating an inclusive, ethical, and competitive business ecosystem at the global level.

Keywords: Sharia marketing management, MSMEs, Halal economy, Market digitalization, Global competitiveness

Introduction

Optimizing sharia marketing management in Micro, Small, and Medium Enterprises (MSMEs) is a strategic step in facing the

increasingly fierce dynamics and competition in the global market. The development of a sharia-based marketing concept requires MSMEs to not only produce halal products that are in accordance with Islamic teachings, but also to integrate the values of honesty, fairness, and blessing into all business activities. This approach has the potential to strengthen the level of trust among Muslim consumers in various countries, which are now a potential market segment with significant growth. In addition, the integration of digital technology in sharia marketing enables MSMEs to expand their networks and market coverage more efficiently and effectively. By optimizing marketing management based on sharia principles, MSMEs can strengthen their position in the global market while promoting sustainable economic growth based on ethical and fair values.

Micro, Small, and Medium Enterprises (MSMEs) play a strategic role in driving national economic growth, but most have yet to implement a marketing mix strategy that is fully aligned with sharia principles. This situation poses significant obstacles, even though the adoption of a sharia marketing mix is essential. This approach not only provides a deep understanding of the essence of marketing from an Islamic economic perspective, but also serves as a valuable asset for MSMEs to adapt to the rapid developments of the Industry 4.0 revolution. By integrating Sharia values, such as integrity and fairness, into all elements of marketing, MSMEs can establish a solid, ethical, and sustainable business foundation, which will ultimately strengthen their competitiveness at the international level (Shobikin, 2023).

These objectives can be achieved through the implementation of various strategies and forms of collaboration that focus on maintaining competitiveness and increasing organizational profitability. In general, every business entity strives to optimize profit margins by identifying, building, and maintaining relationships with customers, while seeking to expand its market share. Companies cannot ignore the importance of marketing in formulating comprehensive strategies to capture business opportunities, maintain market stability, and strengthen operational competitiveness. Marketing strategies have a fundamental contribution to the achievement of overall business success. The field of marketing is a vital aspect in supporting the sustainability and effectiveness of business plan implementation in order to achieve the objectives that have been set. This success can be achieved if the organization shows a strong commitment to maintaining and improving the sales performance of the products and services it produces. Through the application of appropriate and adaptive marketing strategies to market dynamics, organizations can take advantage of opportunities to optimize

sales while strengthening their competitive position. The concept of marketing mix plays a very important role, as it serves as the main foundation for businesses in influencing consumer behavior through systematic planning, careful monitoring, and the implementation of targeted strategic measures.

Marketing mix is a strategic approach that integrates various elements to design, produce, and market products and services to consumers and the wider community. This concept involves several key components known as the 4Ps (Product, Price, Place, Promotion), which work synergistically to meet consumer needs while achieving the organization's marketing objectives. Each element in the marketing mix is interrelated and supports the overall success, where products must be in line with market preferences, prices are set competitively, distribution is arranged in strategic locations, and promotions are carried out effectively to attract consumers' attention. The application of the sharia marketing mix strategy to herbal medicine MSMEs in Batam City can include the development of herbal medicine products that meet halal standards, competitive pricing based on the principle of fairness, the selection of effective distribution channels to reach local markets, and promotional activities that highlight the health values and natural benefits of herbal medicine. This strategy is not only oriented towards increasing sales volume, but also aims to build consumer trust and loyalty while upholding ethical values and sharia principles in all business activities (Syukur & Syahbudin, 2020).

In Batam City, the Micro, Small, and Medium Enterprises (MSME) sector plays a strategic role in boosting regional economic growth, one of which is through the development of the traditional herbal medicine industry managed by local producers such as Jamu Mboe, Jamu Bu Erna, and Obu Djamoe. These businesses rely on the use of natural ingredients, including red ginger, turmeric, and temulawak, as key components in the production process, which are beneficial for maintaining health, boosting immunity, and improving metabolism. In addition to preserving traditional recipes that have been passed down from generation to generation, herbal medicine entrepreneurs in Batam are also innovating in terms of product form and packaging to make them more attractive and practical for modern consumers, such as converting liquid herbal medicine into instant powder, capsules, or ready-to-drink bottles. Through support from SME development programs like Oke-Oce, they receive training in business management, digital marketing strategies, and access to capital, enabling them to improve product quality, hygiene, and competitiveness to penetrate both

domestic and international markets, which are now increasingly open to Indonesia's natural herbal products (Choiruddin et al., 2025).

Literature review

Sharia Marketing Strategy

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Sharia marketing serves as a powerful differentiation approach for MSMEs, as it is based on Islamic principles such as siddiq (honesty), amanah (trust), fathonah (intelligence), and tabligh (communication skills), which form the ethical foundation of all marketing activities. The use of these principles not only ensures that the goods and services provided comply with halal and equality standards, but also builds a more open and ethical business relationship between entrepreneurs and customers. Several studies reveal that consumers are more likely to trust and be loyal to products that are promoted in an ethical and sharia-compliant manner, thereby directly enhancing the image and competitiveness of MSMEs in the global market. Sharia marketing is not only a religious method, but also a business tactic that can increase competitive advantage through building trust, credibility, and commitment to universal ethics (Sri Rahma; dkk., 2024).

Halal Certification and MSME Competitiveness

Halal certification serves as an important strategic instrument for expanding global market access. Halal certification provides assurance of halal status, safety, and product quality with international recognition. Demand for halal products is increasing in various countries. Halal certification adds value by increasing global consumer confidence in MSME products. MSMEs face obstacles in the halal certification process. These obstacles include high costs, limited understanding of procedures, and administrative complexity. These obstacles require assistance. Research shows that halal certification significantly increases the competitiveness of MSMEs. Halal certification provides strong credibility. Halal certification opens up export opportunities. Halal certification makes it easier for MSMEs to enter international markets with strict standards (Muntholip et al., 2025).

Digitalization of Sharia Marketing

The integration of digital technology into sharia marketing allows MSMEs to expand their market reach through social media, halal marketplaces, and sharia e-commerce platforms, which offer more space to market halal products efficiently. The use of digital technology not only facilitates MSMEs in reaching customers in

various regions and countries, but also simplifies the process of educating consumers about the halal aspects, quality, and benefits of products. Digitalization also enhances halal reputation by providing honest product data, including ingredients, production stages, and existing halal certifications (Ibnu Khotib; dkk., 2024).

Research methods

This study uses a descriptive qualitative approach with a case study method that aims to gain an in-depth understanding of the application of sharia marketing management in MSMEs in facing global market needs. The focus of the study is directed at MSMEs in the traditional herbal medicine sector in Batam City as a representation of marketing practices based on Islamic values. Data collection was conducted through direct observation of the production, promotion, and distribution processes; in-depth interviews with business actors, MSME coaches, and consumers; and documentation review covering halal certification regulations, MSME coaching programs, and the use of sharia-based e-commerce platforms. Data analysis was conducted using a thematic approach to identify patterns in the application of sharia principles in the marketing mix, obstacles encountered, and optimization strategies that can be implemented. The validity of the data was strengthened through source and method triangulation techniques to ensure the consistency and accuracy of the research results. This method was deemed appropriate because it provides a comprehensive picture of the dynamics and complexity of implementing sharia marketing in MSMEs that are adapting and transforming towards the global market.

Results and discussion

Implementation of Sharia Marketing Principles in MSME Strategies

Marketing is a series of activities that include analyzing consumer needs and desires, the process of producing goods and services, pricing, promotional activities, and distributing products to the market. The essence of the marketing concept lies in ensuring that consumer satisfaction is achieved in accordance with their needs and preferences. In its implementation, marketing planning and strategy generally focus on three main components, namely market segmentation, target market setting, and product positioning in the minds of consumers. If a company is able to implement these three aspects well, then the achievement of business objectives will be more effective and provide benefits for both the company and consumers. In addition, marketing activities cannot be separated from the element of competition, because competition in the business world or industry does

not arise by chance, but rather as a result of economic structures and various external factors that influence the behavior of business actors within it (Puspitasari & Oktafia, 2020).

Sharia marketing is a commercial activity that focuses on selling halal products based on Islamic principles. This practice covers various aspects, such as the use of packaging that represents Islamic identity and the naming of products and services that reflect Islamic values. Conceptually, Islamic marketing is based on a worldview (tasawwur) and epistemological framework that is in line with Islamic teachings and ethics in all business processes and marketing communications.

The principles of sharia marketing are as follows:

- a. The principle of Siddiq (honesty), which means being truthful, trustworthy, and having integrity in every business activity. The basic values of honesty include integrity, sincerity, trustworthiness, and emotional balance, which are important factors in running a business. A person who is honest will act with sincere intentions, a steadfast heart, and consistent actions, as exemplified by the Prophet Muhammad SAW and his companions in their struggles, including when they participated in the Battle of Tabuk with complete sincerity (Nafiuddin, 2019).
- b. The principle of Amanah (trustworthiness) reflects the attitude of carrying out words, beliefs, and actions in accordance with the commands of Allah SWT. In a business context, the principle of amanah means maintaining trust by upholding responsibility, transparency, and perfection in every business activity. The basic values of trustworthiness are honesty and reliability, so business people who uphold this principle will always strive to fulfill their promises and act fairly towards their partners and consumers.
- c. The principle of Fathonah (intelligence) describes a person's ability to have broad knowledge and deep understanding in running their business. The intelligence of this principle includes having a focused vision, wise leadership, a deep understanding of products and services, and the ability to communicate information accurately. The intelligence referred to is not limited to intellectual ability, but also includes emotional and spiritual intelligence. This emphasizes that a leader in the context of Islamic business needs to have a comprehensive view and mature wisdom in the decision-making process
- d. The principle of Tabligh (communicative) is a trait possessed by the Prophet Muhammad SAW as the last Messenger, who was tasked with conveying the revelations and commands of Allah

SWT to mankind in their entirety without reducing or adding anything. In a business context, the principle of tabligh reflects the ability to communicate well, be friendly, open, and flexible in interacting with customers, partners, and employees. The basic values of this trait are openness and honesty in conveying information, thereby creating harmonious and trusting relationships in business activities.

The Application of Islamic Ethical Values in Promotional Activities

Business ethics in the Islamic perspective is a reflection of the morals that form the basis for conducting business activities, oriented towards the values of truth and goodness that are believed to be in accordance with Islamic teachings. For a Muslim, business ethics is rooted in faith and piety, which serve as guidelines in establishing norms of life and directing all economic activities. In the context of Islamic teachings, the science of morals provides an understanding of the distinction between good and evil, which stems from a combination of reason and revelation. Ethics in the Islamic economic system represent social and economic behavior that is in harmony with the principles of sharia, and is based on human nature and sound rationality. As stated by Baidowi, a faithful Muslim is required to display piety, trustworthiness, knowledge, intelligence, skill, thoroughness, honesty, frugality, simplicity, diligence, perseverance, and a strong work ethic in carrying out economic activities, with the orientation of achieving prosperity and happiness in this world and the hereafter (Asyahrri, 2022).

The application of Islamic business ethics in marketing practices can be seen through businesses engaged in the production of Muslim clothing. Clothing is one of the primary human needs that not only serves as protection for the body, but also reflects a person's identity, values, and lifestyle. In the context of Islam, clothing has a broader meaning, namely as a form of obedience to Allah SWT's command to cover the aurat and maintain self-respect. Therefore, the Muslim clothing business should not only be profit-oriented but also pay attention to Islamic ethical values such as honesty in promotion, fairness in pricing, and trustworthiness in product quality. As public awareness of sharia-compliant clothing increases, the Muslim clothing industry has shown significant growth and has become one of the potential sectors in the sharia-based economy (Husna, 2023).

The marketing function is closely related to the overall business function, as it covers a series of activities ranging from planning, implementation, to control of various programs aimed at creating transactions in line with company targets. The main objective of the

marketing function is to master various existing market segments so that it is able to optimally meet the needs of individuals and groups. All marketing activities are carried out based on the principle of mutual benefit between producers and consumers, by implementing strategies that focus on the four main elements of marketing, namely product, price, promotion, and distribution. A product is a good or service offered to meet consumer needs, while price indicates the value that must be paid by consumers. Promotion is used to introduce products and attract interest in purchasing, while distribution ensures that products are available in the right place and at the right time so that they are easily accessible to consumers (Asyahri, 2022).

Marketing activities that are oriented towards market satisfaction emphasize the importance of creating harmonious relationships between sellers and buyers. Market satisfaction in this context is not only measured by the fulfillment of consumer needs, but also by the existence of mutual satisfaction, sincerity, and blessings in every transaction carried out. When both parties feel satisfied and obtain fair benefits, buying and selling activities can take place normally, healthily, and sustainably. This condition is an important foundation for business continuity, because a good relationship between producers and consumers will create trust and loyalty towards the product. Satisfied consumers tend to make repeat purchases and recommend products to others, thereby strengthening the company's position in the market. Conversely, if a sense of fairness and satisfaction is not fulfilled, trust will decline and may hinder business growth. Thus, an orientation towards market satisfaction is not merely an economic strategy, but also a manifestation of the application of ethical values and blessings in sustainable marketing practices (Dahruji & Permata, 2017).

Selection of Halal Distribution Channels

The transformation of halal certification policy in Indonesia has undergone significant developments since the enactment of Law No. 33 of 2014 concerning Halal Product Guarantee (JPH Law). This regulation marks a paradigm shift from a voluntary certification system to a legal obligation for all products circulating in Indonesia, particularly those related to food, beverages, medicines, cosmetics, chemical products, and items that come into direct contact with the human body. Based on the provisions of the law, every business actor is required to apply for halal certification through the Halal Product Guarantee Agency (BPJPH). Furthermore, the product verification and inspection process is carried out by the Halal Inspection Agency (LPH), while the determination of the halal status of products involves scholars from the

Indonesian Ulema Council (MUI) to ensure the product's compliance with sharia principles (Sahib & Ifna, 2024).

This policy change was further strengthened by the enactment of the Job Creation Law, which refined several provisions in the Halal Product Guarantee Law (JPH Law), particularly regarding the ease of licensing processes and accelerated services for business actors. This regulatory strengthening is also reflected in Government Regulation No. 39 of 2021 concerning the Implementation of Halal Product Guarantee, which sets out a roadmap for the gradual implementation of halal certification, starting with priority products. In addition, this regulation provides convenience for micro and small businesses through a self-declare mechanism, which is a simpler and more affordable halal certification procedure. Overall, these policies and regulations form a legal framework that supports the creation of an inclusive, efficient, and competitive national halal ecosystem.

This halal certification policy poses its own challenges for MSME players. Many of them still have difficulty understanding the certification application procedures, lack technical information, and have limited funds. Although the government has provided free financing programs and a self-declare mechanism, their utilization has not been optimal among business actors. In addition, the imbalance in the capacity of Halal Inspection Agencies (LPH) in various regions has resulted in a lengthy certification process and limited access to services, especially for MSMEs outside major cities. This situation shows that, although the halal certification policy aims to guarantee quality and increase product competitiveness, efforts to strengthen its implementation in the field are still needed. Therefore, the government needs to apply a more participatory approach by actively involving business actors, accompanied by comprehensive education and the provision of tangible incentives. The halal certification process can be a means of increasing product value and expanding market access for MSMEs.

The obstacles faced by MSMEs include limited capital, low digital literacy, and a lack of halal certification.

MSMEs in Indonesia still face various complex challenges in their development. One of the main obstacles is limited capital, which forces many business owners to rely on personal funds, making it difficult to increase production capacity and marketing activities. In addition, the low level of halal and digital literacy has resulted in a lack of understanding of the importance of halal certification and the use of digital systems provided by the government. The digital-based halal certification process is often considered complicated, costly, and

hampered by a lack of external support such as laboratory facilities, halal auditors, and regulatory outreach. Although the government has provided a free halal certification program, its implementation has not been able to reach all MSMEs due to their large number. As a result, there are still many products circulating without halal guarantees, causing doubts among Muslim consumers, hampering domestic market growth, and reducing global competitiveness (Khairawati et al., 2024).

The digitization of halal MSMEs through sharia e-commerce platforms actually provides a great opportunity to expand market reach, but its implementation still faces various obstacles. Low digital literacy means that many businesses are not yet able to optimally utilize technology in marketing and sharia-based financial management activities. As a result, MSME participation in sharia e-commerce is still relatively low. In addition, differences in international halal standards complicate the export product certification process because the procedures are often complex, costly, and time-consuming. Other obstacles arise from limited digital infrastructure in rural areas, which slows down technology adoption, as well as limited access to sharia financing due to the lack of digital financial record-keeping practices.

The availability of adequate capital is an important factor in driving business growth. Therefore, comprehensive strategic measures are needed, such as the development of halal marketplaces, the use of blockchain technology in the halal certification process, and the implementation of sharia crowdfunding as an alternative source of financing for businesses. Collaboration between the government, Islamic financial institutions, and MSME players is urgently needed to strengthen halal literacy, expand access to funding, and simplify the certification process. Through this synergy, the optimization of sharia e-commerce is expected to increase the competitiveness of halal MSMEs, expand access to global markets, and contribute to the achievement of the Sustainable Development Goals (SDGs) through inclusive and sustainable economic development (Fauziah & Ardiansyah, 2025).

National banks channel at least 20% of third-party funds to the MSME sector in Indonesia (Bank Indonesia private data). Of this total, around 50% comes from state-owned enterprises and Islamic and conventional banks. However, access to financing for MSMEs still needs to be expanded so that business development can run more optimally. Although several regulations have set financing priorities for MSMEs, implementation in the field is still limited. Funding sources for MSMEs do not only come from the banking sector, but can also be obtained through non-bank financial institutions such as fintech and Sharia Venture Capital. One example is PNM Ventura Syariah, a state-

owned company that implements a sharia-based financing system. However, this institution faces obstacles in finding business partners that truly comply with sharia principles, as well as limited funds available to expand financing. From the perspective of Muslim business actors, there are still doubts and a lack of understanding about Islamic financial and banking institutions, so they have not fully utilized the available Islamic financing facilities. Therefore, increasing Islamic financial literacy and expanding access to funding are important steps to encourage sustainable MSME growth in accordance with Islamic principles.

A lack of understanding about digital marketing is one of the main obstacles for many traditional MSMEs. Most businesses, such as the 4 Putra Traditional Cassava Chip MSME in Pekanbaru, have not adopted digital strategies because they do not fully realize the benefits that can be gained. Therefore, training and mentoring programs are important steps to help MSMEs transform digitally. For example, community service activities in Pekanbaru have organized digital-based sharia marketing training using various platforms such as social media, e-commerce, and online sales applications. The training covers the use of Facebook, Instagram, Shopee, WhatsApp Business, and Google My Business as means of promotion and communication. Through these activities, MSME players are beginning to understand the concept of digital marketing and can apply it in accordance with sharia principles. Google My Business helps businesses appear in online searches, while WhatsApp Business facilitates the creation of product catalogs and interaction with consumers. Overall, the application of digital technology has proven to be able to strengthen the competitiveness of MSMEs, expand market reach, and maintain compliance with sharia values in business practices (Alfani et al., 2025).

Utilization of Halal E-Commerce, Islamic Social Media, and Global Halal Marketplace Integration.

Advances in digital technology have opened up great opportunities for innovation in the Islamic economy sector, particularly through the implementation of halal e-commerce, which ensures compliance with sharia principles in online transactions. One concrete example is Tokopedia Syariah, which has successfully integrated Islamic values into its digital platform through halal product curation features and an interest-free payment system with the support of Sharia financial partners such as Bank Syariah Indonesia (BSI) and LinkAja Syariah. This step provides a sense of security and comfort for Muslim consumers in maintaining the consistency of Islamic values when

shopping online. In addition, social media with Islamic content also contributes to increasing sharia digital literacy and strengthening public awareness of the importance of contracts and product halalness. Efforts such as educational campaigns, webinars, and collaborations with Islamic scholars are effective strategies in building a digital ecosystem based on sharia. However, there are still obstacles in the form of low sharia literacy and suboptimal regulations that specifically govern halal e-commerce. Therefore, collaboration between the government, sharia financial institutions, and digital platform providers is essential to strengthen protection for Muslim consumers and broaden public understanding of transaction practices that are in accordance with Islamic principles (Ayu et al., 2025).

The optimization of halal e-commerce not only focuses on the implementation of transactions in accordance with sharia principles, but also on increasing sharia digital literacy among the public. This literacy includes understanding contracts, product halalness, and payment systems that are free from usury. Digital platforms such as halal marketplaces should be equipped with easily accessible educational features, such as informative articles, instructional videos, and online sharia consultation services. In addition, cooperation with halal certification institutions and religious leaders plays an important role in building trust and credibility in the eyes of consumers. However, a major challenge still arises from the low public awareness of the application of sharia values in digital transactions. To overcome this, a community-based approach and interactive digital campaigns are needed to increase public participation and understanding. On the other hand, halal marketplaces also need to ensure data security and information transparency in line with the principles of maqashid sharia. With the implementation of a comprehensive strategy, halal e-commerce has the potential to become an effective instrument in building an ethical, inclusive, and sustainable digital ecosystem (Fauziah & Ardiansyah, 2025).

Enhancing the Global Competitiveness of MSMEs through Sharia-Based Digital Marketing Strategies

Sharia-based digital marketing strategies are a form of integration between modern technological developments and the application of Islamic principles in business practices. Through the use of various digital media such as social media, websites, and e-commerce platforms, MSME players have the opportunity to expand their market reach effectively and efficiently to a global level. This approach is not only oriented towards the digitization process, but also emphasizes the importance of internalizing Sharia values, such as

honesty, fairness, transparency, and social responsibility in every marketing activity. Every promotion and transaction must be free from elements of fraud, usury, and information manipulation. MSMEs can build consumer trust and loyalty. The value of blessing is the main orientation so that businesses do not only pursue material profits but also provide sustainable social benefits. Sharia-based digital marketing makes businesses more competitive and ethical. This approach encourages the creation of an economic ecosystem that is fair, trustworthy, and oriented towards mutual benefit.

The implementation of sharia-based digital marketing strategies presents a number of challenges that must be addressed in a focused and sustainable manner. The main challenges include low digital literacy among MSME players, limited access to technology, and a lack of understanding of sharia principles in business practices. To overcome this, collaboration between the government, educational institutions, and the business community is needed to provide training, mentoring, and adequate infrastructure support. The implementation of this strategy also requires moral and professional commitment from business actors to maintain honesty and integrity, both in ensuring product halalness and in conducting ethical promotion. An example can be seen in the Tauge MSME in Cibatun Village, which has succeeded in increasing its appeal and number of consumers through the application of branding and digitalization based on sharia values. Furthermore, the concept of sharia marketing mix, which includes halal products, fair prices, strategic locations, and honest promotion, is an important element in building consumer trust. By integrating Islamic principles into digital marketing strategies, MSMEs are not only able to expand their global market reach, but also strengthen their Islamic business identity and ethics in all their business activities (Rahman & Zainuddin, 2024).

Conclusion

Optimizing sharia marketing management in the MSME sector is a strategic effort in facing the increasingly complex dynamics and intensity of global market competition. The implementation of Islamic values such as honesty, trustworthiness, intelligence, and effective communication in the marketing mix elements of product, price, distribution, and promotion has proven to be able to build trust and loyalty among Muslim consumers, while strengthening the competitive position of MSMEs in domestic and international markets. The results of a study on herbal medicine MSMEs in Batam City show that product innovation and packaging design in accordance with sharia principles, accompanied by training and guidance from the government, can increase business

competitiveness and quality. Challenges such as limited capital, low digital literacy and sharia knowledge, as well as obstacles in obtaining halal certification are still major obstacles. Therefore, synergistic collaboration between the government, sharia financial institutions, and business actors is needed to build an inclusive and sustainable halal business ecosystem. The use of digital technology through halal e-commerce platforms and Islamic-based social media is a strategic step to expand market reach while improving operational efficiency. By integrating Islamic ethical principles into digital marketing strategies, MSMEs are not only able to meet global market demands but also play an active role in realizing equitable, ethical, and blessing-oriented economic development.

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