

HALAL DIGITAL MARKETING STRATEGY TO INCREASE GLOBAL ACCESS FOR SHARIA MICRO, SMALL, AND MEDIUM ENTERPRISES

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ABSTRACT

The growth of the digital economy presents significant opportunities for Sharia Micro, Small, and Medium Enterprises (MSMEs) to reach global markets through halal-compliant digital marketing strategies. However, challenges such as limited digital literacy, low halal certification rates, and the weak integration of Islamic ethical values with modern marketing practices remain critical barriers. This study aims to identify and synthesize effective halal digital marketing strategies that enhance global access for Sharia MSMEs while highlighting the role of local wisdom as a contextual strength. Using the Systematic Literature Review (SLR) method, this research analyzed 30 indexed articles from reputable databases (ScienceDirect, Emerald, Taylor & Francis, ResearchGate, and SINTA) published between 2015–2025. The findings reveal that effective halal digital marketing strategies combine the integration of fiqh muamalah principles, halal branding and certification legitimacy, and digital empowerment through ethical use of e-commerce and social media. Moreover, local wisdom, such as community-based entrepreneurship, religious trust networks, and cultural authenticity, serves as a moderating factor that strengthens the sustainability and social acceptance of halal marketing initiatives. Mechanisms to overcome key challenges include targeted digital literacy training, government-backed halal certification support, and collaborative partnerships among MSMEs, academia, and Islamic financial institutions. This study contributes to the existing body of knowledge by offering an integrated model that bridges global halal marketing frameworks with localized cultural and ethical practices, providing a replicable reference for other regions. Future research should test the proposed model through mixed-method or experimental approaches to measure its effectiveness across diverse socio-economic and regional contexts.

Keywords: Halal Digital Marketing; Sharia MSMEs; Global Access; Samarinda.

ABSTRAK

Pertumbuhan ekonomi digital menghadirkan peluang yang signifikan bagi Usaha Mikro, Kecil, dan Menengah (UMKM) Syariah untuk menjangkau pasar global melalui strategi pemasaran digital yang halal. Namun, tantangan seperti literasi digital yang terbatas, tingkat sertifikasi halal yang rendah, dan integrasi nilai-nilai etika Islam yang lemah dengan praktik pemasaran modern tetap menjadi hambatan penting. Studi ini bertujuan untuk mengidentifikasi dan mensintesis strategi pemasaran digital halal yang efektif yang meningkatkan akses global bagi

UMKM Syariah sekaligus menyoroti peran kearifan lokal sebagai kekuatan kontekstual. Dengan menggunakan metode Systematic Literature Review (SLR), penelitian ini menganalisis 30 artikel terindeks dari database terkemuka (ScienceDirect, Emerald, Taylor & Francis, ResearchGate, dan SINTA) yang diterbitkan antara tahun 2015-2025. Temuan ini mengungkapkan bahwa strategi pemasaran digital halal yang efektif menggabungkan integrasi prinsip fiqh muamalah, legitimasi branding dan sertifikasi halal, dan pemberdayaan digital melalui penggunaan e-commerce dan media sosial yang etis. Selain itu, kearifan local, seperti kewirausahaan berbasis komunitas, jaringan kepercayaan agama, dan keaslian budaya, berfungsi sebagai faktor moderasi yang memperkuat keberlanjutan dan penerimaan sosial terhadap inisiatif pemasaran halal. Mekanisme untuk mengatasi tantangan utama termasuk pelatihan literasi digital yang ditargetkan, dukungan sertifikasi halal yang didukung pemerintah, dan kemitraan kolaboratif antara UMKM, akademisi, dan lembaga keuangan syariah. Studi ini berkontribusi pada pengetahuan yang ada dengan menawarkan model terintegrasi yang menjembatani kerangka pemasaran halal global dengan praktik budaya dan etika lokal, memberikan referensi yang dapat direplikasi untuk wilayah lain. Penelitian di masa depan harus menguji model yang diusulkan melalui metode campuran atau pendekatan eksperimental untuk mengukur efektivitasnya di berbagai konteks sosial-ekonomi dan regional.

Kata Kunci: Pemasaran Halal digital; UMKM Syariah; Akses Global; Samarinda.

INTRODUCTION

The accelerating digital transformation of the past decade has fundamentally reshaped global business dynamics, including those of Micro, Small, and Medium Enterprises (MSMEs). Digital technology has not only revolutionized how businesses reach customers but also introduced new ethical and spiritual considerations for enterprises operating within the Islamic economic framework. In this context, halal digital marketing emerges as a pivotal strategy, one that merges the efficiency of modern marketing with the ethical principles of Islam, ensuring both competitiveness and compliance with *fiqh muamalah* (Ismail, 2025; Noor, 2025).

While global demand for halal products continues to grow - reaching an estimated market value of over USD 3 trillion by 2025 (Putera & Rakhel, 2023) - the ability of Sharia-based MSMEs to penetrate international markets remains limited. Studies by (Kamil & Ridlo, 2024), as well as (Maulana, 2025), highlight that despite significant potential, many Sharia MSMEs lack strategic digital marketing capabilities rooted in halal principles. Similarly, research by (Noor, 2025) and (Ratnasari et al., 2024) emphasizes that most existing models focus on consumer behavior and branding, leaving a gap in understanding how MSMEs can operationalize halal digital strategies in line with local cultural and ethical contexts.

This study seeks to fill that gap by offering a comprehensive synthesis of halal digital marketing strategies that not only align with Islamic values but also integrate local wisdom as a contextual driver of success. The incorporation of local wisdom such as community solidarity (*ukhuwah*), trust-based networks, and cultural authenticity provides a grounded understanding of how global digital practices can be localized without compromising Sharia integrity. Unlike

previous works that discuss halal digitalization in general terms, this study critically examines how localized ethical narratives can strengthen global halal branding, positioning it as a novel contribution to the literature on Islamic marketing and digital economy.

The focus on Samarinda adds a relevant and underexplored dimension. As a developing urban center with growing halal industry potential, Samarinda reflects the broader challenges faced by regional MSMEs across Indonesia: low digital literacy, limited access to halal certification, weak integration of Sharia-based marketing knowledge, and infrastructural disparities (Agus Subandono et al., 2025; Khairawati et al., 2025). While other regions such as Malaysia and Brunei have advanced halal ecosystems supported by structured government programs (Azizan et al., 2024), cities like Samarinda are still in the early stages of building digital halal infrastructure. This contrast highlights the need for a localized model that can bridge these gaps and be adapted for other developing regions.

Theoretically, this research contributes by expanding the understanding of Islamic marketing integration, connecting ethical, technological, and cultural dimensions within a single framework. Practically, it aims to formulate an actionable model for MSME empowerment - one that can be replicated to strengthen halal branding, improve market access, and guide policy development in regions with similar characteristics.

Specifically, this study addresses the following objectives:

1. To identify and synthesize key halal digital marketing strategies applied in global and local contexts;
2. To analyze how the integration of Islamic values and local wisdom can enhance global access for Sharia MSMEs; and
3. To propose a conceptual model for a Halal Digital Marketing Ecosystem that supports sustainable growth and ethical competitiveness.

By combining global strategic insights with local socio-religious realities, this study offers both academic and practical contributions. It not only enriches the theoretical discourse on Islamic digital marketing but also provides policymakers, MSME practitioners, and community leaders with an adaptable framework to transform local halal enterprises into globally competitive players.

RESEARCH METHOD

This study uses a descriptive quantitative approach, which is a method that aims to describe social phenomena or symptoms in a systematic, factual, and accurate manner based on the data collected. According to Muhajir (1996), descriptive research is a type of research that is limited to efforts to reveal problems and circumstances as they are, so that it is only a disclosure of facts through data analysis. This approach was chosen because it is suitable for evaluating customer perceptions and experiences of Bank Syariah Indonesia (BSI) ex Bank Syariah Mandiri services objectively based on numerical data.

This study employed a Systematic Literature Review (SLR) approach to comprehensively identify, evaluate, and synthesize scholarly works related to halal digital marketing strategies and their role in enhancing global access for Sharia Micro, Small, and Medium Enterprises (MSMEs). The SLR method was chosen because it enables a structured consolidation of fragmented research while maintaining analytical rigor. The overall process followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework (Shamseer et al., 2015), ensuring transparency and replicability at each stage.

The literature search was carried out between January and June 2025 across several reputable databases, including ScienceDirect, Emerald Insight, Taylor & Francis Online, SpringerLink, ResearchGate, and SINTA. To ensure comprehensive coverage, the keywords halal digital marketing, halal branding, Sharia MSMEs, Islamic e-commerce, and Islamic business strategy were used in various combinations. Articles were selected based on several inclusion criteria: peer-reviewed status, publication period between 2015 and 2025, English or Indonesian language, and direct relevance to halal digital marketing or MSME development from an Islamic perspective. Studies that did not explicitly discuss halal or Sharia dimensions, focused solely on large industries, or were purely conceptual without methodological grounding were excluded.

To minimize selection bias, a two-stage screening process was applied. First, duplicate records were automatically removed through database filters. Second, two independent reviewers screened titles and abstracts for relevance. Any disagreements in selection were resolved through consensus discussions to ensure balanced judgment. From an initial total of 52 articles, 43 unique papers remained after deduplication, and 30 were finally included for full-text review and synthesis after applying the inclusion and exclusion criteria.

Each selected article was then subjected to a quality appraisal using the Critical Appraisal Skills Programme (CASP) checklist and the Joanna Briggs Institute (JBI) guidelines. The evaluation focused on four core aspects: clarity of research objectives, appropriateness of research design, consistency between results and objectives, and contribution to the theoretical and practical development of halal digital marketing. Each study received a quality score from 0 to 100 percent, and only those meeting a minimum score of 75 percent were included in the final synthesis. To control potential reviewer bias, two researchers independently scored the studies and later cross-validated their assessments, ensuring inter-rater reliability and methodological rigor.

The data from these articles were analyzed using a thematic synthesis approach, allowing the identification of patterns and conceptual relationships across studies. Information such as the author's name, publication year, research context, method, and key findings were extracted and coded line by line. These codes were clustered into higher-order categories to capture recurring ideas. Following the steps suggested by (Thomas & Harden, 2008), three iterative stages were applied: open coding, descriptive theme development, and analytical theme formation. Through this process, four dominant themes emerged namely, the integration of Sharia values in digital marketing practices, the role of halal certification and branding in global access, the use of digital technology and social media for ethical promotion, and the influence of policy and ecosystem support.

The overall process was visualized using the PRISMA Flow Diagram, which illustrates the systematic progression of article selection from 52 initially identified studies to 30 that met all inclusion criteria. This diagram enhanced transparency by documenting how each decision was made throughout the review process, reinforcing the study's methodological accountability and reproducibility.

To maintain validity, only peer-reviewed studies with clear methodological descriptions were included, while reliability was strengthened through reviewer triangulation and consistency checks during data extraction. Nevertheless, this research acknowledges its primary limitation: reliance on secondary data may constrain the generalization of findings. Therefore, future research is encouraged to empirically test the proposed conceptual model using mixed-method or quantitative approaches to assess its applicability and effectiveness in real-world MSME contexts.

RESULT AND DISCUSSION

RESULT

Based on the systematic review of 30 selected articles published between 2015 and 2025, four major themes emerged from the synthesis of existing literature on halal digital marketing strategies for Sharia MSMEs. These themes represent key dimensions that shape the success of halal digital marketing implementation across various global and regional contexts.

The first theme identified is the integration of Sharia values in digital marketing practices. Several studies (Ratnasari et al., 2024; Tang & Nilfatri, 2024; Yusran et al., 2025) emphasize that halal marketing is not merely a commercial activity but also a moral and spiritual responsibility guided by *fiqh muamalah*. The principles of honesty (*sidq*), fairness (*adl*), and trust (*amanah*) are consistently presented as foundational ethical standards in online transactions and digital communication.

The second theme focuses on halal certification and branding legitimacy as a catalyst for global access. Studies by (Ismail, 2025; Putri & Sjabadhyni, 2025; Siregar & Juliana Putri, 2024) demonstrate that halal certification significantly enhances consumer confidence, while branding that reflects Islamic ethics reinforces credibility in both Muslim and non-Muslim markets. However, research such as (Fathoni et al., 2025) note that administrative complexity and certification costs remain major obstacles for MSMEs in Indonesia.

The third theme highlights the use of digital technology and social media as a transformative enabler of halal business expansion. Literature from (Agus Subandono et al., 2025; Hunein et al., 2025; Maulana et al., 2025) shows that e-commerce platforms, social media marketing, and digital storytelling play crucial roles in promoting halal products effectively and ethically. Muslim influencers and content creators are identified as effective tools to enhance engagement and authenticity in branding (Maulida et al., 2024).

The fourth theme pertains to ecosystem and policy support, emphasizing that successful halal digital marketing requires collaboration among government agencies, certification bodies, financial institutions, and educational organizations. Research by (Adinugraha et al., 2024; Azizan et al., 2024) underscores that structured policies, such as halal certification facilitation, digital training programs, and tax incentives, are critical to strengthening MSME competitiveness.

Across all themes, the literature converges on three consistent findings. First, halal digital marketing thrives when ethical, technological, and institutional dimensions are aligned. Second,

digital literacy and access to technology remain uneven, especially in developing regions. Third, the role of local wisdom - embodied in trust-based networks, community cooperation, and cultural authenticity - emerges as an implicit but powerful determinant of sustainability. These synthesized findings form the empirical foundation for the conceptual model proposed in this study.

DISCUSSION

The findings from the systematic review reveal both opportunities and structural challenges for developing effective halal digital marketing strategies, particularly in contexts like Samarinda. The integration of the four key themes provides a comprehensive understanding of how ethical values, technological innovation, institutional support, and local culture interact to shape MSME competitiveness within the halal economy.

The findings from the systematic review reveal both opportunities and structural challenges for developing effective halal digital marketing strategies, particularly in contexts like Samarinda. Studies show that integrating halal certification with digital marketing can enhance MSME competitiveness, yet obstacles such as limited digital literacy, high certification costs, and institutional constraints remain significant (Hayati & Hartini, 2024). Furthermore, technological innovation plays a crucial role in enabling SMEs to expand market access and improve operational efficiency, as digital platforms provide new avenues for marketing and consumer engagement (N. P. Sari & Supiandi, 2024). Ethical values, especially those embedded in halal practices, not only serve as a quality signal for consumers but also shape organizational decision-making and market positioning (R. A. Sari et al., 2024). Finally, local cultural contexts influence both adoption and reception of these strategies, highlighting the need for approaches that are sensitive to regional norms and consumer behaviors (Amirudin et al., 2024). Integrating these four themes provides a comprehensive understanding of how ethical values, technological innovation, institutional support, and local culture interact to shape MSME competitiveness within the halal economy.

From a theoretical standpoint, this study contributes by connecting Islamic ethical frameworks with digital business strategy, filling a noticeable gap in the literature that has often treated these domains separately. Prior studies such as (Noor, 2025; Putera & Rakhel, 2023) primarily focused on halal brand image and global market potential but did not explore how local wisdom and community-based ethics could strengthen halal digitalization. The current synthesis

advances the field by highlighting how localized moral values such as communal trust, modest branding aesthetics, and cultural authenticity can serve as differentiating factors in global halal branding.

In the context of Samarinda, several challenges identified in the literature are particularly relevant. The first is limited digital literacy among MSME actors, which hampers the effective use of e-commerce and social media tools. Compared to regions like Malaysia, where the government actively funds digital training for halal entrepreneurs (Azizan et al., 2024), Samarinda still relies heavily on informal community learning. To address this gap, structured training programs supported by universities and local Islamic organizations could be implemented, combining technical skills with Islamic business ethics.

The second challenge is limited access to halal certification, primarily due to cost, bureaucratic processes, and lack of awareness. Studies by (Indriastiningsih et al., 2025) indicate that MSMEs often perceive certification as burdensome rather than beneficial. Practical mechanisms to overcome this issue include government subsidies for certification fees, simplified online application systems, and partnerships with Islamic banks that provide halal assurance grants. Such initiatives have been successfully applied in other Indonesian cities like Bogor and Surakarta, offering replicable models for Samarinda.

Another contextual factor concerns digital infrastructure and connectivity. Several suburban areas in Samarinda face unstable internet access, which limits consistent online engagement. This challenge underscores the need for collaboration between the public sector and telecommunications companies to expand affordable internet coverage as part of the regional halal economy development plan.

Despite these obstacles, Samarinda possesses unique local wisdom that can enhance the success of halal digital marketing. The strong community networks built through mosques, pesantren, and local cooperatives foster trust-based relationships that align naturally with Islamic marketing ethics. These social structures can be leveraged as distribution channels and platforms for knowledge sharing, transforming traditional cooperation (*gotong royong*) into digital collaboration.

The implications of these findings are both theoretical and practical. Theoretically, the study strengthens the argument that halal digital marketing is not only an economic mechanism but also a social and spiritual practice grounded in moral accountability. Practically, it proposes a roadmap for building an inclusive Halal Digital Ecosystem based on four pillars: integration of

Sharia values, strengthening of halal branding and certification, digital empowerment through literacy and technology, and institutional ecosystem support.

However, this research also acknowledges several **limitations**. As an SLR-based study, it relies on secondary data and therefore cannot measure causal relationships or real-world effectiveness directly. The diversity of contexts in the reviewed literature may also limit generalizability. To address this, future empirical studies could apply mixed-method or experimental designs to test the applicability of the conceptual model in different regional and sectoral settings.

In summary, the discussion emphasizes that advancing halal digital marketing requires not only technological adaptation but also ethical grounding, cultural relevance, and institutional synergy. By embedding Islamic values into digital innovation and aligning them with local wisdom, cities like Samarinda have the potential to become pioneering models of a globally connected yet spiritually grounded halal digital economy.

CONCLUSION

This study identified, synthesized, and evaluated the key dimensions of halal digital marketing strategies that enhance global access for Sharia MSMEs, using a Systematic Literature Review (SLR) of 30 indexed articles from 2015 to 2025. The findings confirmed that the success of halal digital marketing is built upon four interconnected pillars: (1) the integration of Sharia values in business and promotion, (2) the strengthening of halal certification and branding legitimacy, (3) digital innovation and empowerment through technology and literacy, and (4) ecosystem and policy support involving government, academia, and Islamic institutions. Together, these pillars form the foundation for developing an integrated Halal Digital Marketing Ecosystem that aligns ethical principles with competitive market practices.

In the context of Samarinda City, where Sharia MSMEs are emerging yet constrained by limited resources, these four pillars offer both a strategic direction and an operational framework. First, the integration of Sharia values should be reflected in digital content and consumer engagement. Local business actors can collaborate with Islamic scholars and communication experts to produce marketing materials that uphold *fiqh muamalah* principles - avoiding deceptive promotions, emphasizing ethical storytelling, and fostering honesty and social responsibility in branding.

Second, halal certification and branding must be made more accessible. To overcome the administrative and financial barriers identified in previous studies, local governments and Islamic financial institutions could establish a Halal Certification Assistance Program that subsidizes fees, streamlines online applications, and provides technical mentoring. Collaborations with the Halal Product Assurance Agency (BPJPH) and local universities could also help MSMEs better understand certification procedures and integrate halal standards into product design and packaging.

Third, digital empowerment requires sustained efforts to improve digital literacy among MSME actors. Practical steps include community-based training led by universities and pesantren, hands-on workshops on social media management, and mentorship programs pairing experienced digital entrepreneurs with small business owners. Integrating Islamic business ethics into these programs would ensure that technological advancement remains aligned with spiritual integrity. Additionally, expanding digital infrastructure - especially in the outskirts of Samarinda, through public-private partnerships with telecommunication providers is crucial for equitable access.

Fourth, ecosystem and policy support must focus on long-term sustainability. Local authorities can develop a Halal Digital Innovation Hub that connects MSMEs, digital platforms, Islamic banks, and educational institutions in a shared collaborative space. Tax incentives, export facilitation programs, and inclusion in national halal product exhibitions could further strengthen Samarinda's position within Indonesia's broader halal value chain. By institutionalizing such support, the city can transform from a developing halal center into a model of inclusive, ethically grounded economic digitalization.

Beyond these practical implications, this study contributes theoretically by demonstrating that local wisdom expressed through communal trust, modest branding, and cooperative values can effectively mediate the integration of global digital strategies with Islamic ethical frameworks. This insight offers a new pathway for contextualizing halal marketing research, showing that moral and cultural capital can serve as strategic assets in the digital economy.

However, the study acknowledges several limitations. As an SLR-based analysis, it depends entirely on secondary data and does not empirically test the proposed conceptual model. Variations in regional economic and cultural contexts across the reviewed studies may also limit generalizability. Therefore, future research should empirically validate the four-pillar model using mixed-method, participatory, or experimental approaches to measure its impact on MSME

performance, consumer trust, and market expansion. Comparative studies between Samarinda and other developing halal regions such as Aceh, Lombok, or Kelantan (Malaysia) could provide further insights into regional adaptability and scalability.

In conclusion, developing a sustainable halal digital marketing ecosystem in Samarinda requires not only technological innovation but also the harmonization of Islamic ethics, local wisdom, and institutional collaboration. Through coordinated action among the government, MSME actors, educational institutions, and the Muslim community, Samarinda has the potential to evolve into a pioneering Halal Digital City - one that embodies both global competitiveness and spiritual authenticity.

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