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Digital marketing in Islamic perspective: A literature review

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Abstract

Business and trade have become inextricably linked to Islamic life. The rapidly expanding cyberspace market presents a challenge for business players in the form of goods and services to expand and develop their marketing strategies. The goal of this article's research is to learn about digital marketing from an Islamic perspective. Through a literature review, the qualitative method employs a narrative approach. A literature search was conducted both internationally and nationally using the Google Scholar database, ScienceDirect, ProQuest, and JIM (Journal for Islamic Marketing). As a result, 40 journal articles and 10 books of total quality and the appropriate medium were used in this study. The findings indicate that sharia digital marketing activities must adhere to Islamic principles. Sharia-compliant digital marketing is almost identical to the digital marketing principle. The difference, however, is the application of the character of business actors accompanied by sharia marketing ethics based on the principles described in the previous discussion. Sharia digital marketing involves the following steps: creating a website and social media accounts, branding, social media marketing, content marketing, email marketing, video production, and segmentation.

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Introduction

The growing globalisation of the world's economic system opens numerous marketplace possibilities for companies. This truly creates opposition for marketplace contributors on the way to acquiring higher performance. Globalisation makes enterprise limitations in the United States and other countries more invisible. A rustic economic system no longer stands alone but turns out to be one with the worldwide monetary system. The blurring of country-wide limitations within the context of global-wide change has the effect of broader opposition and

the transferring of manufacturer energy into consumers' fingers. Globalisation has additionally caused deviations from conventional industrial techniques and tactics. Innovative entrepreneurs want to discover approaches and create particular corporations to be extra powerful locally, domestically, and globally to extend their income, lessen their costs, and boom their profits. Information is wanted to aid the company's success of an aggressive gain. Marketing is a pastime withinside the cycle of pleasing human desires as consumers (Alam et al., 2011).

According to the American Marketing Association, advertising is an organisational feature and a hard and fast procedure for creating, speaking, and turning in costs to clients and for coping with patron relationships in methods that gain the enterprise and its stakeholders. The goal of the business is to deliver customer value to generate profits (Profit). Creating and delivering value can include selecting a value, providing value, and communicating the value (Husnurrosyidah, 2019).

In a company, marketing is one of its main activities to maintain its survival, develop and earn a profit. Marketing activities at the company must also be able to satisfy consumers and sustain the business. Since people are familiar with marketing activities, many experts have put forward definitions of marketing that seem slightly different but have the same meaning. This difference is because they view marketing from a different point of view.

Next (Kumar M., 2013) defines marketing as follows: Marketing is not always much broader than selling. It is not always a particular interest at all. Marketing consists of the whole commercial enterprise. It is the entire commercial enterprise visible from the factor of view of its very last result, that is, from the consumer factor of view. From the above information, it can be stated that advertising is the obligation of control in trendy and prioritising clients is the obligation of all factors withinside the company. Many argue that advertising must be critical in determining a company's strategic course (Junidar, 2020). This is pretty affordable, thinking that the organisation's strategic plans attempt to keep it constant with its enterprise environment. Advertising has a convenient feature as a catalyst among the organisation and its customers, vendors, and competitors. Kotler stated that: Marketing is a social manner via means by which people and companies gain what they want and need by creating, providing, and freely replacing merchandise fees with others (Ringold & Welz, 2007).

This product change is a manifestation of a shift withinside the economic system and business. Economic shifts are frequently connected to the demographic profile of rising marketplace populations: younger, greater productive, and developing phrases of earnings levels. The shift creates a robust call for merchandise and services, which drives financial growth. From an innovation perspective, rising markets also are transferring in a higher direction. Technology permits automation and miniaturisation, lowering product prices and permitting corporations to serve rising markets (Ringold & Welz, 2007; Kumar, 2013). The business itself is transferring toward inclusivity.

Advances in virtual phone networks, interactive cable television, non-public computers, online services, and the net have made facts quicker and less complicated to obtain (Visser & Sikkenga, 2018). In line with the improvement of the net, brand new information of the advertising paradigm emerged withinside the shape of a present-day market/consumer-orientated advertising idea or an advertising revolution in the digital marketplace. In the enterprise context, the net has a transformational effect that creates a new paradigm in virtual advertising (Chakti, 2019). In the past, there has been a conventional face-to-face enterprise interplay version. Now the interplay version has evolved toward a present-day faceless digital or e-commerce-primarily based totally interplay, specifically Business to Business (B2B), Business to Customer (B2C), and Customer. to Customer (C2C) with the very last goal of serving the phase of one.

The rapidly growing market in cyberspace is a challenge for business players in the form of goods and services to expand and develop their business strategy in terms of marketing. This phenomenon cannot be underestimated; business people must be actively involved in developing this digital era. Digital Marketing is one of the answers in choosing this strategy. Digital Marketing is considered capable of reaching all people, anywhere, anytime, in any way yield (Ringold & Welz, 2007).

Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, websites, email, ad words, social networks, or interactive Audio videos (Youtube, Video) (Chakti, 2019). Digital marketing uses the Internet and information technology to expand and enhance traditional marketing functions, using functions such as "interactive marketing", one-to-one marketing, and "e-marketing" closely related to "digital marketing".

Digital marketing is related to the ideas poured into the digital world. The thing that becomes a measure of its success is when the products it offers become the subject of discussion by the public. (Purwaningwulan et al., 2019). Digital advertising and marketing have grown to be a brand new phenomenon that brings collectively mass adjustment and distribution to attain advertising and marketing goals. The convergence of generation and the multiplication of gadgets has unfolded how we consider advertising and marketing on the Internet and has driven the bounds toward new ideas of user-centric, extra scalable, ubiquitous, and interactive virtual advertising and marketing. The improvement of virtual advertising and marketing techniques gives loads of ability to organisations. Digital advertising and marketing allow organisations to derive financial costs thru collaboration with stakeholders, clients, and employees. Business leaders should use virtual advertising and marketing techniques in their enterprise plans to lessen the chance of failure, develop their business, and grow their profit (Handayani & Fathoni, 2019).

Doing business in Islam is highly recommended. According to Al-Hadith, Rasulullah SAW stated that 9 out of 10 doors of sustenance are through trading. This means trading is a way where the doors of sustenance are opened so that the gifts of Allah emanate from it. Buying and selling are permissible (Qur'an 2: 275). This verse clearly states that Allah has permitted buying and selling, including economic activities such as marketing. This means that buying and selling or related marketing activities and transactions can indeed be carried out as long as it follows Islamic teachings. Of course, what is meant is buying and selling offline, where customers meet face-to-face with merchants and see directly the products they want to buy. Buying and selling are essential forms of human economic activity. Then what about online buying and selling rampant today, where the buying and selling process is carried out electronically via the Internet and websites? That is why it is necessary to understand the perspective of Islamic law regarding digital marketing and the implementation of digital marketing according to Islamic law.

Methodology

Research methods are a procedure for making decisions in management and business (Hermawan & Amirullah, 2016). Research methods are needed to explain, predict and control phenomena in social and business life. Related to this, a systematic method and procedure are needed so that it can solve the problems faced. The research method used in writing this article is qualitative research. Qualitative research finds and describes narratively the activities carried out and not obtained through statistical procedures or other quantification methods (Anggito & Setiawan, 2018).

The writing of this article is carried out with a literature review approach. A literature review approach is an approach that is carried out by surveying books, scientific articles and sources that are related to certain problems in the field of research or theory. This article's

literature review is carried out by searching for international and national literature using a database Google Scholar, ScienceDirect, ProQuest, dan JIM (Journal for Islamic Marketing). The literature study was carried out with a systematic review technique, both main and supporting resources (papers, documents, data, media, & other supporting resources) consistently by reviewing through filters on certain topics (Moher et al., 2009), in this study the concept of digital marketing. In the initial stage of the journal article search, 21,939 articles from 2011 to 2021 using the keywords "Digital Marketing", "Islamic Marketing", and "Digital Marketing Islamic Perspective" were identified, which have not been explored for relevance to the articles to be compiled. Of these, only approx. Forty journal articles and also supported by 10 full and medium-quality books that are considered relevant. In this article, a mind mapping of research is also carried out.

The analysis in this article is carried out by narrative analysis (Creswell, 2017) Narrative analysis is carried out by collecting relevant previous research journals to obtain a comprehensive picture related to the concept of digital marketing based on a sharia perspective.

Results and Discussion

According to the analysis carried out, one of the important findings of this article is that the amount of research on digital marketing from the Islamic perspective is limited to publication. Over the past eleven years, there have been 42 studies published. The most came from Islamic economics and business journals, as many as 21 journals, the rest consisting of social and legal journals with a total of 10 journals, 7 science journals, 2 international journals of business and science, 1 journal of Islamic civilisation, and 1 international journal of innovation, creativity, and change. In detail can be seen in table 1:

Table 1. Research on digital marketing from the Islamic perspective

Year	Journal of Islamic Economics and Business	Journal of Science	Journal of Social and Legal	Journal of Islamic Civilization	International Journal of Business and Science	International Journal of Innovation, Creativity and Change	Total
2011	1	-	1	-	-	-	2
2012	1	-	-	-	-	-	1
2013	1	-	-	-	-	-	1
2014	-	-	-	-	-	-	0
2015	1	2	-	-	-	-	3
2016	1	-	1	-	-	-	2
2017	-	-	-	-	-	-	0
2018	1	-	3	-	-	-	4
2019	3	1	2	-	-	-	5
2020	6	2	1	1	2	1	13
2021	5	1	2	-	-	-	8
2022	1	2	-	-	-	-	3
Total	21	7	10	1	2	1	42

Based on the table above, it is known that most of the research on digital marketing from the Islamic perspective is found in Islamic economics and business journals. Digital marketing is any effort made using devices connected to the Internet with various strategies and digital media to communicate with potential consumers through online communication channels. Various digital marketing accesses can be done with the aim that potential consumers can see offers from websites, blogs, social media, interactive audio video, interactive audio, and display advertisements (Chakti, 2019). Digital marketing provides various advantages, including digital media being the gateway to consumer information today, providing information to make it

easier for consumers, giving consumers plenty of time to learn about the products or services offered, and having 24-hour non-stop access. Islam allows and even encourages its people to do business. In business relations, especially in the digital era, Islam is open and allows businesses to use technology but is still guided by Islamic principles. According to sharia principles, marketing activities must be based on the spirit of worshipping God Almighty, trying their best for the common welfare, not for the benefit of the group, let alone one's interests (Nugraha & Murniawaty, 2018).

Table 2 presents the distribution of journals on digital marketing from the sharia perspective of the paper. All journals used are included in research journals and have met accreditation to be published.

Table 2. Distribution of journals on digital marketing from the Islamic perspective

Paper Type	f	(%)
Research Journal	42	100
Total	42	100

Research that is used as a reference as a whole is taken from research journals that have been accredited, be it national journals or international journals. All journals used as a reference are obtained from the Google Scholar, ScienceDirect, ProQuest, and JIM (Journal for Islamic Marketing) databases. In addition, the journals contain the keywords “Digital Marketing”, “Islamic Marketing”, and “Digital Marketing Islamic Perspective”.

The study of digital marketing from a sharia perspective is carried out in several countries. Most are from Indonesia, with 41 journals and the remaining 1 comes from Jordan. In detail can be seen in table 3.

Table 3. Study of digital marketing from a Islamic perspective in several countries

Country	f	(%)
Indonesia	41	97,6
Yordania	1	2,4
Total	42	100,0

Most of the research journals used as references show that the principles of honesty, empathy, love, and concern for others have become very dominant in the concept of Sharia marketing. Transactions contain worship value, which makes it the highest peak in marketing. In Sharia marketing, the expected goal is to achieve a fair and transparent solution for all parties involved. From the fiqh perspective, Islamic business ethics is a foundation that refers to business behaviour carried out or applied by the prophet Muhammad SAW (Gultom, Putri, & Yen, 2019). Shia digital marketing is considered an important element in doing business in today's era. A business will run if the marketing strategy is good starting from the product stage, price, promotion, and location to sell the product. Even better, if sharia values in daily life support the strategy, then not only will the benefits be obtained but also blessings from Allah SWT (Kartajaya & Sula, 2006). In essence, Islam does not prohibit humans from fulfilling their needs or desires by carrying out economic activities, as long as human dignity and dignity can be maintained. Conducting business transactions, for example, should begin with good intentions. If the unit follows God's rules for transactions, then the act is valid, but if the intention is not following God's rules, then the action is invalid. In Islam, nine kinds of ethics must be possessed by marketing personnel, namely (1) having a spiritual personality (taqwa); 2) having a good personality and sympathetic (Siddiq); 3) Being fair in doing business (al-Adl);

4) Serve customers humbly (khitmah); 5) Always keep promises and not cheat (tahfif); 6) Honesty and trust; 7) dislike prejudice; 8) Dislike of vilifying, and 9) Not taking bribes (risywah).

Table 4 shows that the study was conducted in several sectors. The most researched sectors are in online business with a total of 21 studies, 10 studies in the financial sector, 3 studies in the retail sector, 3 studies on the UMKM sector, 2 types of research in the legal sector, 2 types of research on the tourism sector and 1 research in the fashion sector.

Table 4. Study was conducted in several sectors

Sector	f	(%)
UMKM	3	7,1
Online business	21	50,0
Retail	3	7,1
Financial	10	23,8
Legal	2	4,8
Fashion	1	2,4
Tourism	2	4,8
Total	42	100,0

Digital marketing from a sharia perspective can be applied in several sectors, including MSMEs, online businesses, retail, finance, law, fashion, and tourism. Digital marketing has market segmentation through social media databases. Related to this, the implementation of digital marketing strategies can be done with social media Whatsapp, Instagram, Facebook ads, YouTube, and email by preparing segmentation strategies, targeting, positioning, differentiation, marketing mix selling, branding, service, and marketing processes, as well as paying attention to promotional strategies in digital marketing through online content, namely making online memos (pamphlets) and manuscripts (captions of pamphlets) that can foster people's emotions, make a social impact on the programs launched, and provide the advantage of online services (Amrina & Fahrullah, 2020; Mardalis & Hasanah, 2020; Amrina & Fahrullah, 2020). Digital marketing efforts made using technology applications affect performance among small and medium-sized business owners, and utilising the latest technologies allows companies to approach customers remotely. It has been observed that the adoption of digital marketing applications occurs due to external competitive pressures that affect business performance (Wind & Mahajan, 2002; Wilson, 2012; Wilson & Gran, 2013; Nuseir & Aljumah, 2020; Karyani, 2021).

The market of ethical business practices in Islamic marketing will be related, among other things, to obtaining the right supply from the right suppliers and complying with sharia principles efficiently and innovatively. Zain et al. (2015) dan Baidhowi (2018) the result aims to provide products and services that are halal, green, ethical, have Islamic values, and are socially responsible to customers. The table 5 above shows the distribution of research journals from several sectors with each researcher. Researchers from various sectors look different and the year of research used also varies from 2011 to 2022.

Table 6 shows study collection tools, where most of the studies were carried out with literature studies, with a total of 17 studies, and the second largest was with case studies, with a total of 12 studies. The research journal used as a study shows that disclosure about sharia-based digital marketing is carried out with several data collection tools, but literature studies dominate.

Tabel 5. Distribution of research journals from several sectors with each researcher

Sector	Bibliography
UMKM Online business	(Karyani, 2021)(Husnurrosyidah, 2019)(Ichsana et al., 2019) (Nuriawati, 2021)(Ambawani & Mukarromah, 2020)(Gultom et al., 2019)(Nugraha & Murniawaty, 2018)(Mardalis & Hasanah, 2016)(Napitupulu, 2015)(Hengki Wijaya, 2018)(Theep, 2021)(Junusi, 2020)(Khalid Mohummed Alomari et al., 2020)(Nuseir & Aljumah, 2020)(J. A. j. Wilson, 2012)(J. Wilson & Gran, 2013)(Sandikci, 2011)(Alom & Haque, 2011)(Hartini et al., 2022)(Nasiti, 2021)(Panggabean, 2022)(Sahla, 2019)(Nasuka, 2020)(Kholijah, 2020)(Nurhadi, 2019)
Retail Financial	(Masnita et al., 2021)(Sopian, 2020)(Fauzi Irviani Rita, 2019) (Amrina & Fahrullah, 2020)(Junidar, 2020)(Sodikin, 2020)(Baidhowi, 2018)(Thaker et al., 2021)(Fathonih et al., 2019)(Jafari & Sandikci, 2015)(Zain et al., 2015)(Edo Segara Gustanto, 2022)(Rahman & Susanti, 2021)
Legal	(Santoso, 2016)(Fitriani et al., 2021)
Fashion	(Maulin Purwaningwulan et al., 2019)
Tourism	(Nofal et al., 2020)(Yousaf & Xiucheng, 2018)

Tabel 6. Study collection tools

Data Collection Tools	f	(%)
Questionnaire	1	2,4
Interview	8	19,1
Survey	4	9,5
Literature studies	17	40,5
Case studies	12	28,5
Total	42	100,0

Digital marketing has always been associated with secular and materialistic ideas or views, serving self-interest as a human being, maximising wealth, and wanting satisfaction in life, which ultimately creates a profit gap between different groups and elements of society. The gap is the beginning of new thinking and the search for other alternatives in the economic system and even marketing activities. That is why it is now important to reconsider the tendencies and practices of contemporary advertising and introduce new methods of good ways to form advertising practices that are entirely based on Islamic values and ethics with policies of ethical philosophy (Sandici, 2011; Jafari & Sandikci, 2015). Because Islamic values include spiritual, cultural, and accepted values and ensure a balanced synthesis of the interweaving and religious dimensions of existence through maximising well-being between the international and the hereafter and building brotherhood. The Islamic worldview includes spiritual, cultural, and accepted values that can be universally generalised and respected and possibly visualise consumer-oriented advertising traditions that can ensure a balanced synthesis of the structure and religious dimensions of an existence that emphasises maximising well-being. In addition, the world and the hereafter forge brotherhood and socio-monetary justice (Alom & Haque, 2011). The same is also expressed in the study by Kalid et al. (2020) and Fathonih et al. (2019), which found that marketing using Islamic labels needs to be seen as a new marketing practice by incorporating a set of Islamic beliefs and practices that understand and react to people's spiritual and religious feelings. Customers tend to be interested in advertised products by following Sharia guidelines.

The basic principles of sharia have always been the reason for the Muslim community to make decisions to make buying and selling transactions. Depending on their goals and needs in obtaining financing, Muslim entrepreneurs use different models in agreements with capital

financing institutions based on Sharia principles (Gibbs & Pouloukas, 2007). Fathonih et al. (2019) and Junidar (2020) updated the research findings by explaining that digital marketing is still widely used as an alternative by various groups, even Muslim entrepreneurs, during the Covid-19 pandemic. The pandemic has accelerated the growth of digital marketing, which impacts changing consumer behaviour towards online transactions. Sodikin (2020) and Theep (2021) added that the development of digital marketing must obey and be guided by Islamic values. The information technology adopted has had a significant influence on digital marketing, especially during the Covid-19 outbreak, which from an Islamic point of view, is allowed by adhering to Islamic business ethics.

Marketing is included in the muamalah justified in Islam, if all transaction processes are protected from things prohibited by sharia provisions, thus in simple terms, sharia marketing, even with changes in digitisation, is a business discipline that follows the values and principles of Islam that have been taught by the Prophet Muhammad SAW. Each process, whether the process of creation, the process of provision, or the process of changing values, must not have things contrary to the contract and principles of the Islamic muamalah. In practice, digital marketing does have its challenges.

Conclusion

By searching the scientific literature database for articles, this study maps the digital marketing literature from a sharia perspective. This provides an overview of the current literature. It can be concluded that using technology for business is still permissible but must be guided by Islamic principles. Digital marketing activities must be conducted in the spirit of worshiping God the Creator, as well as in accordance with Islamic values and principles taught by the Prophet Muhammad. This means that the principles of Islamic contract and muamalah must be followed in the creation, supply, and value change. Sharia-compliant digital marketing is nearly identical to digital marketing. The distinction is critical, namely the application of business actor character accompanied by sharia marketing ethics based on the principles described in the preceding discussion. This research proposes and explains the fundamental principles of digital marketing from a sharia standpoint. The findings of this study can help researchers plan future research by identifying research gaps.

This article provides a significant opportunity for researchers to conduct follow-up research, first, regarding the findings that research on digital marketing from a sharia perspective is minimal and uses many sources over a long period of time, so that researchers can contribute with the use of the most recent sources and review digital marketing from a sharia perspective in detail. Second, research articles covering a wide range of topics dominate the literature. To achieve research novelty, researchers can focus more on sectors that do not yet exist. Third, the study of digital marketing from a sharia perspective is primarily focused on problems in Indonesia so that future research can use case studies from other countries. The findings show that using technology for business is still permissible but must be guided by Islamic principles. Scholarly hadith and fatwas can be used in future research. There are some limitations to this study. To begin, the study only used research journals from four databases. Other constraints include the journal's year and the number of journals. This article makes use of specific criteria. As a result, the discussion of digital marketing from a sharia perspective reveals that the research results are nearly identical across journals.

Author's Contribution

Wahyu Eko Pujianto: Collecting and searching for the research idea, Analyzing and interpreting data.

Laily Muzdalifah: Managing and reviewing the research.

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Declaration of Competing Interest

We declare that we have no conflict of interest.

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