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SHARIA E-MARKETING AS A MEANS OF BUSINESS-BASED DA'WAH IN THE DIGITAL ERA

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Abstract

The development of digital technology has driven significant transformations in business marketing practices. These changes require business actors to adopt marketing strategies that are not solely oriented toward profit maximization but also consider ethical and spiritual values. In this context, the concept of sharia e-marketing emerges as an alternative marketing strategy grounded in Islamic principles. This article aims to examine the role of sharia e-marketing as a means of business da'wah in the digital era. The research employs a literature review method with a qualitative descriptive approach, analyzing various sources such as books, scholarly journal articles, and other relevant publications related to sharia marketing and Islamic economic da'wah. The findings indicate that the implementation of sharia e-marketing can function as an effective medium of da'wah through the internalization of values such as honesty, transparency, justice, and trustworthiness in digital marketing activities. In addition to providing economic benefits for business actors, sharia e-marketing also contributes to enhancing public awareness of the importance of halal, ethical, and sustainable business practices amid the dynamics of the digital economy.

Keywords: Business Da'wah, Digital Marketing, Islamic Business Ethics, Sharia E-Marketing

Abstrak

Perkembangan teknologi digital telah mendorong terjadinya transformasi yang signifikan dalam praktik pemasaran bisnis. Perubahan ini menuntut pelaku usaha untuk mengadaptasi strategi pemasaran yang tidak hanya berorientasi pada pencapaian keuntungan semata, tetapi juga memperhatikan aspek etika dan nilai spiritual. Konsep *e-marketing* syariah dalam konteks tersebut hadir sebagai alternatif strategi pemasaran yang berlandaskan prinsip-prinsip Islam. Artikel ini bertujuan untuk mengkaji peran *e-marketing* syariah sebagai sarana dakwah bisnis di era digital. Metode penelitian yang digunakan adalah studi literatur dengan pendekatan kualitatif deskriptif, melalui analisis terhadap berbagai sumber berupa buku, artikel jurnal ilmiah, serta publikasi lain yang relevan dengan pemasaran syariah dan dakwah ekonomi Islam. Hasil kajian menunjukkan bahwa penerapan *e-marketing* syariah mampu berfungsi sebagai media dakwah yang efektif melalui internalisasi nilai-nilai kejujuran, transparansi, keadilan, dan amanah dalam aktivitas pemasaran digital. Selain memberikan manfaat ekonomi bagi pelaku usaha, *e-marketing syariah* juga berkontribusi dalam meningkatkan kesadaran masyarakat terhadap pentingnya praktik bisnis yang halal, etis, dan berkelanjutan di tengah dinamika perkembangan ekonomi digital.

Kata Kunci: *E-Marketing* Syariah, Etika Bisnis Islam, Dakwah Bisnis, Pemasaran Digital

Introduction

The rapid advancement of digital technology has significantly transformed business marketing strategies, particularly through the use of the internet, social media, and electronic commerce platforms. This transformation has led to the emergence of electronic marketing (e-marketing), enabling businesses to reach consumers more widely, efficiently, and in a timely manner. However, a growing body of literature suggests that contemporary digital marketing practices remain predominantly profit-oriented and frequently overlook ethical considerations, including information accuracy, consumer protection, and social responsibility (Kotler et al., 2021).

From an Islamic perspective, business activities are not merely economic transactions but are viewed as acts of worship and instruments for promoting social welfare. Islamic business ethics emphasize that all muamalah activities should be grounded in the values of honesty (shiddiq), trustworthiness (amanah), justice (‘adl), and transparency, while avoiding elements of gharar, maysir, riba, and fraudulent practices (Antonio, 2020; Beekun & Badawi, 2021). This perspective underscores the importance of integrating digital technological advancement with Sharia principles in e-marketing practices within Muslim societies.

Sharia-based e-marketing has emerged as a marketing approach that aligns digital technology with Islamic values and norms. Sharia e-marketing refers to digital marketing activities in which all communication and transactional processes comply with Sharia principles, encompassing product attributes, pricing, promotion, and distribution (Kartajaya & Sula, 2020). Its orientation extends beyond the pursuit of financial profit to include the achievement of business sustainability and the realization of barakah through the attainment of maslahah.

The dimension of da’wah is intrinsically embedded in Sharia e-marketing practices. The concept of da’wah bil hal emphasizes the dissemination of Islamic values through concrete actions and exemplary conduct in everyday life, including ethical and responsible business behavior (Aziz, 2021). Sharia-based digital marketing facilitates the implicit communication of Islamic values through honest, transparent, and fair practices, thereby fostering positive public perceptions of Islam within the economic sphere.

Empirical studies over the past five years demonstrate a positive relationship between the application of Sharia principles in digital marketing and consumer trust. Rahman et al. (2021) found that Islamic value-based e-marketing significantly influences Muslim consumers’ trust and purchase intentions. Consistent with these findings, Hidayat and Nugroho (2022) reported that information transparency and compliance with halal principles in digital marketing enhance brand image and consumer satisfaction.

The role of Sharia e-marketing as a medium for economic da’wah has also been highlighted in recent empirical research. Fauzi and Mulyadi (2023) showed that digital marketing content incorporating ethical and educational values contributes to improved Islamic economic literacy, particularly within the halal micro, small, and medium enterprise (MSME) sector. Zainuddin et al. (2024) further emphasized that the

implementation of Sharia e-marketing not only improves business performance but also strengthens awareness of Islamic business ethics amid the ongoing development of the digital economy.

Despite its potential, several challenges persist in the implementation of Sharia e-marketing. These challenges include limited holistic understanding of Sharia marketing concepts among business actors, the continued reliance on conventional marketing strategies without adequate integration of Islamic values, and low awareness of digital marketing as a medium for business da'wah (Sari & Pratama, 2022; Yusuf, 2023).

A review of existing theories and empirical studies indicates that research on Sharia e-marketing has largely concentrated on issues of Sharia compliance and economic outcomes. Studies that explicitly position Sharia e-marketing as a medium for business da'wah remain relatively limited, particularly those adopting a conceptual literature review approach. Therefore, this study aims to examine the role of Sharia e-marketing as a medium for business da'wah in the digital era through a literature review approach, with the objective of strengthening the theoretical foundation and contributing to the academic discourse on Sharia marketing and Islamic economic da'wah.

Research Method

This study adopts a qualitative approach using a literature review (library research) method to examine the role of Sharia e-marketing as a medium for business da'wah in the digital era. A qualitative approach is employed because the study seeks to understand the concepts, principles, and underlying meanings of Sharia e-marketing based on relevant theoretical perspectives and scholarly findings. The literature review method is selected to develop a comprehensive conceptual understanding and to construct a theoretical synthesis related to Sharia marketing and Islamic economic da'wah.

The research data consist of secondary sources obtained from academic books, reputable national and international journal articles, and other scholarly publications relevant to the research topic. Priority is given to literature published within the last five to ten years to ensure relevance to recent developments in digital marketing and Islamic economics. Sources are selected purposively by considering author credibility, publication quality, and substantive relevance to the focus of the study.

Data collection is conducted through a systematic literature search using academic journal databases and digital repositories. The keywords employed include Sharia e-marketing, Islamic digital marketing, Islamic business ethics, and business da'wah. The identified literature is then screened and classified according to thematic relevance and theoretical contribution to support the analytical process.

Data analysis is carried out using content analysis with a descriptive-analytical approach. The analytical process involves identifying key concepts, reducing data to relevant information, presenting findings in a narrative form, and drawing conclusions based on the interrelationships among concepts identified in the literature. This approach enables the integration of diverse theoretical perspectives in a systematic and coherent manner.

Data validity is ensured through source triangulation by comparing references from different authors and publications. This process aims to enhance the validity and objectivity of the research findings. The methodological approach employed is expected to produce a robust conceptual analysis and to contribute academically to the development of Sharia e-marketing as a medium for business da'wah in the digital era.

Results And Discussion

Results

The literature review indicates that Sharia e-marketing is understood as a digital marketing strategy that systematically integrates Islamic Sharia principles into all marketing activities. Contemporary studies emphasize that Sharia e-marketing does not merely focus on the use of digital technology as a promotional medium, but places values such as honesty, transparency, justice, and trustworthiness as the foundational elements in delivering marketing messages. Sharia e-marketing must be based on the principles of honesty, product halalness, and transparency to avoid gharar and usury. The main underlying verse is QS. Al-Baqarah: 275, which states:

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِيْمِ

اَلَّذِيْنَ يَأْكُلُوْنَ الرِّبٰوا لَا يَقُوْمُوْنَ اِلَّا كَمَا يَقُوْمُ الَّذِيْ يَتَخَبَّطُهُ الشَّيْطٰنُ مِنَ
الْمَسِّۗ ذٰلِكَ بِاَنَّهُمْ قَالُوْٓا اِنَّمَا الْبَيْعُ مِثْلُ الرِّبٰواۘ وَاَحَلَّ اللّٰهُ الْبَيْعَ وَحَرَّمَ الرِّبٰواۗ
فَمَنْ جَاۤءَهٗ مَوْعِظَةٌ مِّنْ رَّبِّهٖ فَانْتَهٰى فَلَهٗ مَا سَلَفَۗ وَاَمْرُهٗٓ اِلَى اللّٰهِۗ وَمَنْ عَادَ
فَاُولٰۤىِٕكَ اَصْحٰبُ النَّارِۚ هُمْ فِيْهَا خٰلِدُوْنَ ٢٧٥

"Those who consume interest cannot stand (on the Day of Resurrection) except as one stands who is being beaten by Satan into insanity. That is because they say, 'Trade is (just) like interest.' But Allah has permitted trade and has forbidden interest. So whoever has received an admonition from his Lord and desists may have what is past, and his affair rests with Allah. But whoever returns to (dealing in interest or usury), those are the companions of the Fire, they will abide therein eternally (QS. Al-Baqarah : 275)."

The findings further confirm that Sharia e-marketing represents a value-based and ethically grounded digital marketing approach rooted in Islamic teachings. This perspective aligns with Sharia marketing theory, which views marketing activities as part of *muamalah* that must be conducted in accordance with the principles of honesty, fairness, and trust (*amanah*) (Kartajaya & Sula, 2020). The integration of Sharia values into digital marketing practices demonstrates that technological advancement is not

contradictory to Islamic teachings; rather, it can serve as a means for the actualization of these values within the context of the modern economy.

The increased consumer trust and loyalty identified in the reviewed studies can be explained through the framework of Islamic business ethics. Honest information disclosure, price transparency, and compliance with halal principles foster a sense of security and confidence among consumers regarding the integrity of business actors (Beekun & Badawi, 2021). This condition strengthens long-term relationships between businesses and consumers, which, according to modern marketing theory, constitute a strategic asset in achieving sustainable competitive advantage (Kotler et al., 2021).

An examination of empirical studies reveals that the implementation of Sharia e-marketing is reflected in clear product descriptions, transparent pricing information, accurate benefit claims, and adherence to halal principles in digital promotion. Research by Rahman et al. (2021) demonstrates that honesty and transparency in Sharia-based digital marketing significantly influence Muslim consumers' trust. These findings are reinforced by Hidayat and Nugroho (2022), who report that information transparency and Sharia compliance in digital marketing positively affect consumer satisfaction and repurchase intention.

The role of Sharia e-marketing as a medium for business da'wah is closely related to the concept of *da'wah bil hal*. Digital marketing activities that embody Islamic values function as an implicit, practical, and contextual form of da'wah (Aziz, 2021). This approach is considered particularly effective in digital societies, where individuals tend to evaluate the validity of values through direct experience and observable examples rather than purely normative verbal messages.

Furthermore, the contribution of Sharia e-marketing to enhancing Islamic economic literacy indicates an expansion of the role of digital marketing. Marketing functions not only as a product communication tool but also as a medium for educating society about Islamic business values and ethics (Fauzi & Mulyadi, 2023). This educational role aligns with the objectives of Islamic economic da'wah, which emphasize a balance between economic achievement and the moral development of society.

The identified challenges in implementing Sharia e-marketing reflect a gap between normative concepts and empirical practices. The relatively low level of Sharia marketing literacy among business actors highlights the need for strengthened education and conceptual guidance to ensure that da'wah values are consistently internalized within digital marketing strategies (Sari & Pratama, 2022). Ethical commitment on the part of business practitioners emerges as a key factor in ensuring that Sharia e-marketing transcends symbolic representation and is realized in concrete business practices.

The synthesis of the discussion suggests that optimizing Sharia e-marketing as a medium for business da'wah requires the integration of economic objectives with value-driven missions. Digital marketing strategies that consistently adhere to Sharia principles have the potential to create business models that are competitive, sustainable, and imbued with da'wah values. Such models are highly relevant to the dynamics of the digital economy

while simultaneously addressing the ethical expectations of Muslim societies regarding fair and responsible business practices (Zainuddin et al., 2024).

Discussion

Sharia e-marketing is a conceptual construct that is inseparable from the framework of Islamic business ethics. From a Sharia perspective, marketing activities are positioned as part of *muamalah* that carry moral and spiritual consequences, rather than merely economic activities oriented toward financial gain. This perspective is consistent with Beekun and Badawi (2021), who emphasize that business in Islam serves as a means to achieve *maslahah* (public benefit), thereby requiring all marketing activities to adhere to the principles of honesty, justice, and social responsibility.

The findings indicate that the integration of Sharia values into digital marketing strengthens consumer trust. This phenomenon can be explained through the theory of trust in relationship marketing, which posits that information transparency and consistency in ethical behavior are key determinants of long-term trust formation (Kotler et al., 2021). Sharia e-marketing practices that emphasize clear product descriptions, price transparency, and accurate promotional claims contribute to reducing information asymmetry between business actors and consumers, thereby enhancing a sense of security in digital transactions.

Increased consumer trust has a direct impact on customer loyalty and business sustainability. Marketing literature highlights that consumer loyalty is influenced not only by functional satisfaction but also by value congruence between consumers and brands (Zainuddin et al., 2024). Sharia e-marketing provides a platform for fostering such value congruence through the internalization of Islamic principles in marketing communication. This condition explains why brands that consistently apply Sharia values tend to establish stronger emotional relationships with Muslim consumers.

This discussion further reinforces the role of Sharia e-marketing as a medium for business da'wah in the digital era. Marketing activities that reflect values of honesty, trustworthiness (*amanah*), and social responsibility function as *da'wah bil hal* that is contextual and practice-oriented. The concept of *da'wah bil hal* emphasizes the dissemination of Islamic values through concrete actions and exemplary conduct, making it more readily accepted by modern societies that are often skeptical of purely normative verbal messages (Aziz, 2021). Ethical marketing practices in digital spaces thus serve as tangible representations of Islamic values in everyday economic life.

The effectiveness of da'wah through Sharia e-marketing is also influenced by the characteristics of digital society. Digital communities exhibit fast-paced, visual, and experience-based information consumption patterns. Sharia e-marketing, when delivered through educational content, value-driven narratives, and consistent business practices, is able to reach broader audiences more sustainably than conventional da'wah methods (Fauzi & Mulyadi, 2023). This approach demonstrates that digital transformation does not diminish the essence of da'wah, but rather expands its media and strategic modalities.

The educational role of Sharia e-marketing emerges as a significant finding in this discussion. Digital marketing content that explains halal concepts, ethical transaction principles, and corporate social responsibility contributes to improving Islamic economic literacy within society. The literature indicates that low levels of Islamic economic literacy remain a major constraint on the sustainable development of Sharia-based businesses (Rahman et al., 2021). Sharia e-marketing has the potential to bridge this gap by delivering value-based education in a contextual and accessible manner through marketing activities.

This discussion also highlights the relationship between Sharia e-marketing and brand image. From a Sharia perspective, brand image is constructed not only through product quality but also through consistency in values and ethical conduct within digital interactions. Brand identity theory suggests that brands with clearly articulated moral values are more likely to be remembered and trusted by consumers (Kotler et al., 2021). Consistent implementation of Sharia e-marketing strengthens brand identity as an integrity-driven business entity, thereby enhancing competitiveness in the digital marketplace.

The identified challenges in implementing Sharia e-marketing reveal a gap between conceptual ideals and practical realities. Many business actors still perceive Sharia marketing merely as a label or market differentiation strategy, rather than as a value system that must be substantively internalized. This phenomenon aligns with the findings of Sari and Pratama (2022), who argue that the commodification of the Sharia label may erode consumer trust if not accompanied by consistent ethical practices. This condition underscores the need to strengthen both conceptual understanding and moral commitment among business practitioners.

Ethical commitment emerges as a determining factor in the success of Sharia e-marketing as a medium for business da'wah. Islamic business ethics function not only as behavioral norms but also as a value system that guides marketing objectives and strategies. Inconsistencies between promotional messages and actual business practices may create value dissonance that undermines the credibility of da'wah through business activities (Yusuf, 2023). This discussion emphasizes that business da'wah can only be effective when Islamic values are comprehensively internalized throughout the business process.

Sustainability constitutes a critical dimension in the discussion of Sharia e-marketing. Value-oriented businesses tend to demonstrate greater long-term resilience due to the support of consumer trust and loyalty. Sustainability literature affirms that integrating ethical values into marketing strategies contributes to business stability amid the dynamics of the digital market (Beekun & Badawi, 2021). Sharia e-marketing offers a marketing model that is not only economically competitive but also socially and morally sustainable.

Sharia e-marketing represents a digital marketing approach that simultaneously encompasses economic, ethical, and da'wah dimensions. The integration of these three dimensions creates a business model that is highly relevant to the needs of contemporary Muslim societies. This model affirms that profit generation and da'wah objectives are not

mutually exclusive, but can operate synergistically within a value-based business framework (Kartajaya & Sula, 2020).

This discussion strengthens the theoretical contribution of the study by expanding the understanding of Sharia e-marketing as an instrument of business da'wah. The contribution lies in emphasizing that Sharia-based digital marketing functions not only as a commercial communication tool but also as a medium for internalizing Islamic values within economic activities. This perspective enriches the Sharia marketing literature, which has predominantly emphasized normative aspects rather than empirical and conceptual analysis.

The conceptual implications of this discussion highlight the need to develop an integrative Sharia e-marketing framework. Such a framework should simultaneously incorporate digital strategy, Islamic business ethics, and da'wah objectives. This integrative approach is considered essential for addressing the challenges of the digital economy while meeting the moral expectations of Muslim societies regarding fair and responsible business practices (Zainuddin et al., 2024).

Overall, this discussion demonstrates that the objectives of the study have been achieved in a systematic and comprehensive manner. The analysis explains the role of Sharia e-marketing as a digital marketing strategy that is not solely oriented toward economic performance but also functions as a medium for business da'wah in the digital era. The examination of the internalization of honesty, transparency, justice, and trustworthiness in Sharia e-marketing practices reveals their contribution to building consumer trust and loyalty, as well as enhancing awareness of the importance of Islamic-compliant business practices. The synthesis of findings, theory, and prior studies reinforces the argument that Sharia e-marketing possesses ethical, educational, and sustainability dimensions that are highly relevant to the dynamics of the digital economy. Accordingly, this discussion provides a coherent response to the research objectives while affirming the significance of Sharia e-marketing as a strategic, value-based approach to the development of Islamic business in the digital era.

Conclusion

Based on the literature review conducted, this study concludes that Sharia e-marketing plays a significant role as a medium for business da'wah in the digital era. The implementation of Sharia e-marketing grounded in Islamic principles facilitates the internalization of values such as honesty, transparency, justice, and trustworthiness (*amanah*) within digital marketing activities. These practices not only generate economic benefits for business actors but also contribute to enhancing public awareness of the importance of adopting halal, ethical, and sustainable business practices.

The findings affirm that Sharia e-marketing functions simultaneously as a marketing strategy and as a medium for Islamic economic da'wah that is well aligned with the dynamics of digital technological development. Accordingly, Sharia e-marketing may be positioned as a strategic alternative for the development of value-oriented business practices that emphasize ethical responsibility in the digital era.

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