

## Halal Product Promotion Strategy in the Digital Era: Analysis of Small and Medium Enterprises (SMEs)

Maulana<sup>1</sup>, Siradjuddin<sup>2</sup>, Mukhtar Lutfi<sup>3</sup>,  
Mukhtar Galib<sup>4</sup>

<sup>1</sup> Sekolah Tinggi Ilmu Manajemen Lasharan Jaya

[lanamaulan1967@gmail.com](mailto:lanamaulan1967@gmail.com)

<sup>2,3</sup> UIN Alauddin Makassar

[siradjuddin@uin-alauddin.ac.id](mailto:siradjuddin@uin-alauddin.ac.id)

[mukhtar.lutfi@uin-alauddin.ac.id](mailto:mukhtar.lutfi@uin-alauddin.ac.id)

<sup>4</sup> Sekolah Tinggi Ilmu Manajemen Lasharan Jaya

[mukhtargalib.stimlash@gmail.com](mailto:mukhtargalib.stimlash@gmail.com)

---

### ARTICLE DETAILS

#### History

*Received* : February

*Revised Format* : March

*Accepted* : April

---

#### Keywords :

dropshipping, gharar, khiyar,  
wakalah

---

### ABSTRACTS

This study explores the effectiveness of digital promotion strategies employed by small and medium enterprises (SMEs) in marketing halal products in the digital era. Recognizing the increasing demand for halal products among Muslim consumers, especially in Indonesia, this research examines how SMEs leverage digital platforms, such as social media, websites, and e-commerce, to expand market reach and build brand loyalty. Using a qualitative approach, data were collected through interviews, surveys, and document analysis with SMEs engaged in halal product promotion. The findings reveal that social media, especially platforms like Instagram and Facebook, are effective for brand awareness and consumer engagement, while websites serve as credible information hubs. E-commerce platforms enable broader product access and facilitate seamless transactions. Key factors influencing the success of halal promotion strategies include consistent halal branding, active consumer engagement, and collaborations with relevant influencers. However, SMEs face challenges such as limited technological skills, budget constraints, and intense market competition. Based on these findings, this study offers practical recommendations for SMEs to optimize digital promotion, including multi-platform integration, organic content marketing, and digital skills development. Future research could further investigate the use of emerging technologies, such as artificial intelligence and augmented reality, to enhance promotional effectiveness for halal products. The findings contribute to a deeper understanding of the digital promotion strategies that can support the growth of halal SMEs in a competitive, technology-driven market landscape.

---

©2025 STIM Lasharan Jaya Makassar

### Introduction

Halal products have become one of the fastest growing sectors in the global economy, driven by the increasing demand of Muslim consumers for sharia-compliant products and services. According to the State of the Global Islamic Economy report, the global halal product market is projected to exceed USD 2.4 trillion by 2024, with the food, cosmetics and pharmaceutical sectors being the main contributors to this growth (Gateway, 2023). This reflects the increasing awareness of Muslim consumers towards the quality and safety of halal products, which are recognized as meeting sharia standards and are of high quality. Non-Muslim consumers are also increasingly attracted to halal products, both for their quality and stringent safety standards (Haque et al., 2015). This growing halal product industry presents a huge opportunity for small

\*Corresponding Author Email Address: [lanamaulan1967@gmail.com](mailto:lanamaulan1967@gmail.com)

and medium enterprises (SMEs) looking to meet the growing market demand, especially in countries with large Muslim populations such as Indonesia (M. H. Ali & Suleiman, 2016).

In Indonesia, the halal product industry is an important element in the national economic structure because Indonesia is the country with the largest Muslim population in the world (Herianti et al., 2023). According to data from the Ministry of Cooperatives and SMEs, around 99% of the total businesses in Indonesia are SMEs, contributing more than 60% to the national GDP (<https://kadin.id/data-dan-statistik/umkm-indonesia/>). Therefore, integrating halal products into SME business operations can increase economic added value and strengthen the sharia economic base in Indonesia. The government has also supported the halal industry ecosystem through a mandatory halal certification policy for products circulating in the Indonesian market. This step is in line with the government's vision to make Indonesia the center of the world's halal industry, which directly increases the export potential of halal products from SMEs (M.Si et al., 2023).

Table 2019-2023 SMEs Data

Year	2018	2019	2020	2021	2022	2023
Number of SMEs	64,19	65,47	64	65,46	65	66
Growth %		1,98%	-2,24%	2,28%	-0,70%	1,52&

*Data Processed From Various Sources*

Digitalization has opened up opportunities for SMEs to expand their markets and improve business efficiency through digital technology, including social media, e-commerce, and websites (Bouwman et al., 2019). Through these platforms, SMEs can overcome geographical limitations and expand their promotional reach more effectively. In addition, the relatively low cost of digital marketing compared to conventional advertising allows SMEs to maximize their budgets. In an era when almost everyone has internet access, digitalization provides SMEs with direct access to consumers in a more personal and interactive format. Research from Google shows that 60% of Indonesian consumers search for product information online before purchasing, confirming the importance of digital marketing for SMEs in Indonesia (Google Indonesia, 2021).

Platforms such as Instagram, Facebook, and TikTok have become effective tools for SMEs to promote their halal products, especially since they allow direct interaction with the audience (Ahmad et al., 2023). Social media also provides education for consumers about halal products, which can be seen through product reviews, recommendations, and trends shared by other consumers. In a survey conducted by Hootsuite, around 70% of social media users in Indonesia use the platform to search for information about products and services. (*Hootsuite (We are Social)*, 2024) This shows that social media not only functions as entertainment, but also as a primary source of information for critical modern consumers.

However, the adoption of digital technology among SMEs does not always run smoothly. Many SMEs still face limitations in knowledge and ability to manage digital platforms effectively (Li et al., 2018). This can be caused by limited human resources or a lack of understanding of effective digital marketing strategies. Without the right strategy, digital marketing may not provide the expected results and even burden SMEs with ineffective costs. In addition, SMEs often face budget constraints, making it difficult for them to compete with large companies that have much larger marketing budgets. To overcome this challenge, support is needed from the government and related institutions that can provide training and support to improve digital skills among SME actors (Chen et al., 2021).

Amidst the opportunities offered by digital marketing, SMEs are also faced with the challenge of fierce competition in the digital market. Muslim consumers today are not only looking for products with halal labels, but also considering the ethical aspects, quality, and environmental

impact of the product (Anam et al., 2018). This encourages SMEs to not only focus on halal certification, but also build a strong brand image and meet consumer expectations for quality and environmentally friendly products. For example, in the halal cosmetics sector, consumers are increasingly paying attention to the ingredients used and the environmental impact of the products they consume.

With the various challenges above, SMEs need to adopt creative and innovative promotional strategies to win the hearts of consumers. One effective strategy is to use influencer marketing, especially on social media which is widely used by millennials and Gen Z. Influencers with relevant audiences can increase brand awareness and consumer trust in SME halal products. Studies show that collaboration with influencers has a positive effect on increasing sales, especially for consumers who are more interested in product reviews from people they trust than direct advertising (Lou & Yuan, 2019).

The success of halal product promotion in the digital era also depends heavily on the credibility of the information conveyed. Muslim consumers tend to be more careful in choosing halal products, so SMEs need to convey clear, complete, and transparent information about their products. Research shows that Muslim consumers highly value openness of information regarding raw materials, production processes, and halal certification. This transparency can build consumer trust and strengthen their loyalty to SME brands (Usman et al., 2021).

This study aims to examine the promotion strategies of halal products in the digital era implemented by SMEs. Specifically, this study will explore various effective digital marketing strategies to attract halal consumers and identify the challenges faced in implementing these strategies. This study is expected to provide a deeper understanding of how SMEs can utilize social media, e-commerce, and websites to increase the accessibility of halal products in a competitive market. In addition, this study also aims to provide practical recommendations for SMEs in facing challenges in the digital era, such as budget constraints, digital skills, and competition in the global halal market.

## **Literature Review**

### **Halal Marketing**

Halal marketing, or Islamic marketing, emphasizes adherence to Islamic Sharia principles in all marketing activities, ensuring compliance with Islamic laws, ethics, and guidelines (Shah et al., 2019). This concept extends beyond food and beverages to include various products and services, such as pharmaceuticals, cosmetics, banking, education, and hospitality. The goal is not merely to promote products but to address the material and spiritual well-being of both buyers and sellers. Halal marketing recognizes the importance of transparency, mutual consent, and ethical practices in business transactions, setting itself apart from conventional marketing approaches (A. J. Ali & Al-Aali, 2015)

At the core of halal marketing lies the concept of *Tayyibaat*, which signifies consuming lawful and wholesome products (A. J. Ali & Al-Aali, 2015). This principle, rooted in the Quran, shapes the purchasing preferences of Muslim consumers globally. Additionally, halal marketing integrates the philosophy of *Falah*, or welfare, ensuring that business practices prioritize societal well-being over mere profit generation. Marketing strategies are designed to be free of fraud, deception, or undue pressure, reflecting the value of mutual consent between buyers and sellers. This ethical approach not only builds trust among consumers but also aligns with the broader goals of socio-economic justice.

Furthermore, halal marketing leverages innovative strategies to meet the needs of a rapidly growing market segment. By incorporating the concept of *Hikmah*, or wisdom, businesses can craft marketing campaigns that are both effective and aligned with Islamic principles (Intezari et al., 2024). This ensures that marketing activities are need-based rather than desire-driven, creating a sustainable and equitable marketplace. As global awareness of halal products grows,

multinational corporations are increasingly recognizing the potential of this market, leading to the development of innovative, Sharia-compliant solutions for diverse consumer needs

### **The Concept of Halal Products: Definition, Certification, and Importance of Halal Products in Muslim Society**

Halal products in Islam refer to goods and services permissible under sharia law, covering areas such as food, beverages, cosmetics, pharmaceuticals, tourism, and finance. Over time, halal has gained recognition as a global standard, valued by non-Muslims for its quality and safety alongside its religious significance (Khan et al., 2020)). International frameworks like the OIC/SMIIC Halal Standards support this by standardizing halal regulations across nations to facilitate global trade (Abdallah et al., 2021). Furthermore, research shows that halal products are frequently linked to ethical and sustainable production practices, enhancing their reputation for high quality (M. H. Ali & Suleiman, 2016).

The halal certification process plays a vital role in ensuring compliance with sharia by regulating raw material sources, processing methods, and storage conditions to avoid haram contamination (Dashti et al., 2024). In Indonesia, the Halal Product Assurance Agency (BPJPH) collaborates with the Indonesian Ulema Council (MUI), which conducts audits and issues halal fatwas, ensuring products meet strict standards (Fahmi Ali Hudaefi, 2019). This certification not only assures Muslim consumers of a product's compliance but also enhances brand loyalty and competitiveness in both local and international markets (Bonne & Verbeke, 2008).

In addition to its religious implications, halal products are deeply intertwined with social and economic dynamics. Consuming halal is seen as both a religious obligation and a part of a responsible lifestyle, with many Muslims believing it contributes to physical and spiritual well-being (Suleman et al., 2021). Economically, the rising demand for halal goods has fueled growth in various sectors, including agriculture and trade, creating significant opportunities for businesses (Bux et al., 2022). Notably, increased halal awareness among Muslim consumers has strengthened SMEs in producing halal goods, contributing to economic development in countries with large Muslim populations (Utomo et al., 2020).

### **The Role of Digitalization in Halal Product Promotion**

Digitalization has created vast opportunities for promoting halal products, especially for SMEs that previously faced challenges in accessing broader markets. By leveraging the internet and social media platforms such as Instagram, Facebook, and e-commerce sites, SMEs can market their halal products more effectively at a lower cost compared to traditional marketing methods. These platforms allow businesses to showcase their halal certifications, product quality, and appeal directly to Muslim consumers. Studies highlight that Muslim consumers increasingly rely on social media for product information, reviews, and purchase decisions, making it a key channel for halal product marketing (Supriani et al., 2024a).

In the digital age, marketing halal products is further enhanced by social media algorithms that enable targeted advertising and content personalization. Algorithms can tailor ads based on user preferences and browsing history, allowing SMEs to reach specific Muslim consumer segments with greater efficiency (Ahasanul Haque & Kabir, 2022). Additionally, e-commerce platforms like Tokopedia and Shopee in Indonesia provide SMEs with a cost-effective way to showcase their products to a wider audience, streamline transactions, and overcome geographic barriers in distribution (Chandra, 2023).

Despite these advantages, the success of SMEs in utilizing digital technology depends significantly on their ability to adopt and manage these tools effectively. Many SMEs face obstacles such as limited knowledge, insufficient human resources, or budget constraints, which hinder their ability to maximize digital opportunities. As a result, government

intervention in the form of training programs and financial support is critical to equip SMEs with the necessary digital skills to thrive in this competitive landscape (Carvalho et al., 2024).

### **SMEs and Their Challenges in Digital Marketing**

As the backbone of the economy in many developing countries, small and medium enterprises (SMEs) play a crucial role in the halal industry. However, when it comes to digital marketing, SMEs often face numerous challenges that make it difficult for them to compete with larger corporations. A key challenge for SMEs is their limited budget for marketing. Unlike large companies with ample resources to launch massive digital campaigns, SMEs must allocate their funds wisely, often focusing on specific platforms or small-scale marketing activities (Kurniasari, 2023).

In addition to budget constraints, a lack of digital marketing skills is another significant challenge for SMEs. Many SMEs lack a deep understanding of effective digital marketing strategies, such as leveraging social media platforms or implementing search engine optimization (SEO) to enhance their online visibility. This lack of expertise often results in suboptimal promotion of halal products, making it difficult for SMEs to compete in an increasingly competitive market. In some countries, governments and non-governmental organizations (NGOs) have introduced training and education programs to improve digital literacy among SMEs. However, the impact of these programs has not been evenly distributed across regions, leaving many SMEs without adequate support (Beck et al., 2005).

Beyond financial and skill-related challenges, limited human resources also pose significant obstacles for SMEs in implementing digital marketing strategies. Many SMEs are run by business owners themselves or small teams who must manage various aspects of the business simultaneously, including marketing, production, and financial management. This multitasking often results in digital marketing being neglected or receiving insufficient attention, leading to suboptimal outcomes. Research indicates that SMEs with dedicated teams for digital marketing tend to achieve better marketing performance compared to those where the business owner handles marketing alone (Agostini, 2016).

Thus, while digitalization presents significant opportunities for SMEs to expand their markets, challenges such as budget limitations, lack of skills, and insufficient human resources remain major hurdles. These challenges highlight the importance of targeted interventions to build SME capacity in digital marketing, including subsidies, access to digital training, and the provision of user-friendly tools for small business owners (Bank Indonesia, 2022).

### **Research Methodology**

This study uses a qualitative approach to analyze digital promotion strategies implemented by small and medium enterprises (SMEs) in marketing halal products. This approach was chosen because it allows researchers to deeply understand the experiences, views, and strategies used by SME actors in managing digital marketing. This study also explores the factors that influence SME business decision-making and how they respond to challenges in promoting halal products digitally. With a research design that focuses on the marketing process, interactions with consumers, and obstacles faced by SMEs in building brand awareness and loyalty through digital platforms, this study seeks to provide comprehensive insights (Creswell et al., 2014).

The case study approach is used to obtain an in-depth picture of SMEs that are successful and those that still face obstacles in digital marketing. Case studies allow the identification of certain patterns in the marketing strategies used and the factors that contribute to the success or failure of these strategies. Data were collected through in-depth interviews with SME owners and marketing managers, surveys of halal product consumers who are active on social media

or e-commerce platforms, and analysis of related documents. In-depth interviews aimed to explore the motivations, challenges, and strategies used by SMEs, while the survey was designed to measure the effectiveness of digital promotion strategies from a consumer perspective, including product information quality, shopping experience, and brand loyalty (Kvale & Brinkmann, 2015).

Data were analyzed using thematic analysis techniques to identify key themes from the interview and document results, which were then grouped based on relevance to the research objectives. Survey analysis was conducted using descriptive statistics to provide an overview of consumer responses to SME digital promotions, such as satisfaction levels, perceived quality, and brand loyalty. The results of this analysis are presented in tables and graphs to facilitate interpretation and allow for comparison between SMEs. A data triangulation approach was applied by comparing the results of interviews, surveys, and document analysis to increase the validity and reliability of the findings. With this approach, the study provides an in-depth understanding of effective digital promotion strategies for halal products, while identifying the challenges and opportunities faced by SMEs in the digital era (Braun & Clarke, 2006).

## **Results and Discussion**

**Analysis of Digital Promotion Strategy for SMEs** Based on the research results, the most common digital promotion strategies used by SMEs in marketing halal products are through social media platforms, websites, and e-commerce. Social media, especially Instagram, Facebook, and TikTok, are the main channels used by SMEs to attract consumers' attention. Through social media, SMEs can share information related to products, promotions, and the halal values inherent in their products, as explained by Abdullah et al. (2023). For example, some SMEs upload content explaining the halal certification process or educating consumers about the benefits of halal products. Social media allows SMEs to interact directly with consumers, which is an effective way to build more personal relationships with audiences and strengthen brand loyalty (Galib et al., 2022).

In addition to social media, websites also play an important role as a more official and complete information center for SME products. Websites provide detailed information about products, including raw materials, manufacturing processes, and halal certifications. According (Ahasanul Haque & Kabir, 2022), some SMEs even provide blog articles related to halal lifestyles to attract visitors and increase their visibility in search engines through SEO (Search Engine Optimization) strategies. The use of websites provides additional trust to consumers because they are considered more credible than social media alone and are a good medium for educating consumers about halal in more depth.

E-commerce platforms such as Tokopedia, Shopee, and Lazada are also strategic tools in reaching consumers outside the geographic areas that are usually reached conventionally. Through e-commerce, SMEs can take advantage of consumer product rating features that help build brand reputation. According to Mazzarol (2015), e-commerce also allows SMEs to use paid advertising features to target consumers more specifically. The results of the study showed that SMEs that are active in e-commerce experienced a significant increase in sales because their products were more easily accessible to consumers in various regions. The integration of strategies across these three platforms shows that SMEs are taking advantage of a multi-channel approach to maximize reach and interaction with consumers.

## **Factors Influencing the Success of Halal Promotion**

The success of promoting halal products through digital marketing is greatly influenced by several key factors, namely halal branding, interaction with consumers, and the use of influencers. First, halal branding is an important aspect because the halal label provides

additional appeal and builds trust for Muslim consumers. SMEs that are able to highlight halal certification in all their marketing materials are more likely to attract the attention of consumers who care about the halal aspect (Silalahi et al., 2021). Brands that consistently display halal identity on their packaging, logos, and digital content are considered more trustworthy by consumers. Good branding also helps increase competitiveness in a market that is starting to be crowded with similar products.

Second, interaction with consumers is an important factor in maintaining customer loyalty and satisfaction. Consumers who are directly involved in communication with SMEs, either through comments on social media or reviews on e-commerce, tend to feel more appreciated. Study (Cheng & Shiu, 2019) found that SMEs that actively respond to questions, complaints, or suggestions from consumers are able to build stronger and more positive relationships with their audiences. This interaction not only increases loyalty but can also be a valuable source of information for SMEs to understand consumer needs and make improvements to their products or services.

Third, the use of influencers in promotional strategies is becoming an increasingly popular trend among SMEs. Influencer marketing has proven effective in increasing exposure and expanding audience reach, especially among the younger generation who are more exposed to social media. Influencers who have an audience that is interested in the halal lifestyle can be an example for SMEs to introduce their products (Supriani et al., 2024). Research shows that collaborating with influencers who have high credibility and are relevant to the halal industry can improve brand image, strengthen product messages, and build consumer trust.

### **Challenges in Implementing Digital Strategy**

Although digital strategies have proven effective, SMEs face a number of challenges that can hinder the optimization of their halal product promotion. One of the main challenges is limited technology. Not all SMEs have the knowledge or skills to manage the ever-evolving digital technology (Elsa et al., 2025). Technologies such as social media algorithms, SEO, and advertising optimization often require in-depth understanding in order to be utilized optimally. Most SMEs who participated in this study stated that they needed special training or guidance to manage digital technology efficiently.

In addition, limited promotional budgets are also a significant obstacle for SMEs. Unlike large companies that have a special budget for marketing, SMEs often have to allocate a limited budget that is not always enough to promote on various digital channels. The cost of paid advertising on social media or e-commerce is quite high for some SMEs, making it difficult for them to reach a large audience (Jahanshahi et al., 2013). As a result, many SMEs have to market organically, which takes longer to achieve the desired results.

Another challenge is the increasingly tight market competition, both in terms of local and imported products. The many halal products from within and outside the country that are marketed digitally give consumers more choices, so SMEs need to work extra hard to highlight the unique value of their products. This competition requires SMEs to continue to innovate and find new ways to attract consumers' attention, which can be quite difficult for SMEs with limited resources (O'Dwyer & Gilmore, 2019).

Overall, the research findings show that although SMEs have successfully utilized digitalization in promoting halal products, there is an urgent need for SMEs to receive further support, both in terms of technology training, budget assistance, and strong brand development strategies. These challenges need to be addressed through collaboration between the government, business actors, and the private sector to create an ecosystem that supports the growth of halal SMEs in the digital era.

## **Implications and Recommendations Implications for SMEs**

The results of this study have important implications for SMEs in developing and optimizing halal product promotion strategies in the digital era. First, this study shows that SMEs can utilize social media, websites, and e-commerce platforms as primary tools to build brand image and expand market reach. Understanding the importance of consistent halal branding and managing interactions with consumers provides SMEs with a basic framework for building consumer trust and loyalty. By implementing these strategies, SMEs can strengthen their position in a competitive market, while meeting the increasing demand of Muslim consumers for quality halal products. These results also show that multi-channel promotions are more effective in reaching diverse audiences, both in terms of demographics and geography. This strategy allows SMEs to adjust content and communication approaches according to the characteristics of the platform used, so that the messages conveyed are more relevant and easily accepted by consumers.

Second, another implication for SMEs is the importance of investing in education and improving digital skills. The results of this study indicate that one of the main obstacles faced by SMEs in digital promotion is limited technological knowledge and skills. With sufficient knowledge of SEO, social media algorithms, and e-commerce optimization strategies, SMEs can more easily reach audiences at a more efficient cost. This training can help SMEs improve the quality of their content and marketing strategies, and enable them to manage their promotional budgets more effectively. This implication emphasizes that efforts to improve human resource capacity in the digital field are not only important for the effectiveness of promotions, but also become a long-term investment for the competitiveness of SMEs in this digital era.

Third, this study also provides an overview of the importance of a consumer-centric approach in building loyalty. Active interaction with consumers through social media, as well as quick handling of feedback or complaints, can increase consumer trust and build closer relationships. This implication provides an opportunity for SMEs to focus more on managing consumer relationships and making consumers an important part of their marketing strategy. With a consumer-centric approach, SMEs can gain direct insight into consumer needs and preferences, which can be used to continuously improve their products and services.

## **Practical Recommendations**

Based on the research results and implications above, there are several practical recommendations that can be adopted by SMEs to optimize their halal product promotion in the digital realm. First, SMEs are advised to implement a multi-platform approach in their promotion. By utilizing social media, websites, and e-commerce in an integrated manner, SMEs can reach wider consumers and create a more complete experience for consumers. For example, SMEs can use social media to educate consumers and attract initial attention, while websites serve as official and more detailed sources of information about products, and e-commerce as a transaction medium that makes it easier for consumers to purchase products. Thus, SMEs can utilize the strengths of each platform for different but mutually supportive purposes.

Second, to overcome budget constraints, SMEs can leverage effective organic marketing. Although paid advertising budgets are often limited, SMEs can still achieve optimal results by using content that is interesting, creative, and relevant to their audience. Educational content about halal products, such as health benefits, product advantages, or stories behind the production process, can attract consumers' attention naturally. In addition, SMEs can optimize SEO on their websites to increase visibility in search engines, which will help attract more visitors organically without having to rely on paid advertising. This approach allows SMEs to achieve long-term results at a lower cost.



Third, SMEs are advised to consider collaborating with influencers who have an audience relevant to halal products. Influencer marketing is a strategy that has proven effective in expanding reach and increasing brand credibility among the younger generation who are more exposed to social media. SMEs can choose influencers who have values or lifestyles that match their products so that the message conveyed feels more authentic and convincing to consumers. This collaboration can be in the form of product reviews, unboxings, or product usage tutorials, which can provide consumers with a direct picture of the advantages and quality of SME halal products.

Fourth, it is important for SMEs to improve their digital skills by attending training or workshops on digital marketing. Training programs that focus on social media management, e-commerce optimization, and SEO strategies will greatly assist SMEs in maximizing their digital potential. SMEs can also take advantage of assistance from government programs or private initiatives that provide guidance in increasing digital capacity. By mastering digital skills, SMEs will be better able to face market competition and utilize technology to increase the efficiency and effectiveness of promotions.

The final recommendation is for SMEs to focus more on a consumer-centric approach in their promotional strategies. SMEs are advised to build active communication with consumers through comments, reviews, or direct messages on social media and e-commerce platforms. Prompt handling of questions and complaints will help build a good reputation and increase consumer satisfaction. In addition, SMEs can also conduct small surveys or polls on social media to understand consumer preferences and get direct feedback. By making consumers the main focus, SMEs can not only increase consumer loyalty but also get useful information for future product and service development.

## **Conclusion**

This study concludes that digital promotion strategies play an important role for SMEs in marketing halal products in the digital era. The results of the study show that SMEs that utilize social media, websites, and e-commerce platforms in an integrated manner are able to achieve wider reach and create better relationships with consumers. Social media platforms such as Instagram and Facebook have proven effective in increasing brand awareness, providing education about halal products, and building active interactions with consumers. Websites, on the other hand, become official information centers that can increase consumer trust in the halal products offered, while e-commerce becomes a means to facilitate transactions and expand product access to a wider market.

Several factors that influence the success of halal promotion are consistent halal branding, active interaction with consumers, and collaboration with relevant influencers. Halal branding provides added value and increases the trust of Muslim consumers, while active interaction strengthens consumer loyalty. The use of influencers, especially among young consumers, provides additional exposure that helps improve brand image and appeal. Although this digital strategy shows positive results, SMEs still face challenges such as limited technology, budget, and tight market competition. Therefore, the ability of SMEs to manage digital technology and allocate marketing budgets wisely is very important for the sustainability of their halal product promotion.

## **Suggestions for Further Research**

This study opens up opportunities for further research that can explore more deeply the specific aspects of halal product promotion in the digital era. One of the recommended topics is the analysis of the use of new platforms or technologies that have not been widely implemented by SMEs, such as artificial intelligence (AI) in content personalization or augmented reality (AR) for a more interactive shopping experience. In-depth research on these technologies can

help understand how the latest innovations can support SMEs in creating more effective marketing strategies that are tailored to consumer preferences.

In addition, further research can also focus on case studies in countries with rapidly growing halal markets to compare digital strategies across cultural and geographic contexts. This cross-country research can provide additional insights into how local factors influence the effectiveness of promotional strategies and open up the potential for broader strategy adaptation. Research can also further examine the long-term impact of influencer collaboration in increasing brand loyalty and value among Muslim consumers, which can ultimately help SMEs build a solid consumer base. With these recommendations, research in the field of halal product promotion through digital marketing can continue to develop along with technological advances and changes in consumer behavior

## References

- Abdallah, A., Rahem, M. A., & Pasqualone, A. (2021). The multiplicity of halal standards: A case study of application to slaughterhouses. *Journal of Ethnic Foods*, 8(1), 7. <https://doi.org/10.1186/s42779-021-00084-6>
- Agostini, L. (2016). Learning how to implement and manage SME marketing networks: A qualitative analysis. *Knowledge Management Research & Practice*, 14(2), 225–235. <https://doi.org/10.1057/kmrp.2015.17>
- Ahasanul Haque, A. K. M., & Kabir, S. M. H. (2022). E-Marketing in Islamic Markets. In B. A. Alserhan, V. Ramadani, J. Zeqiri, & L.-P. Dana (Eds.), *Strategic Islamic Marketing: A Roadmap for Engaging Muslim Consumers* (pp. 109–123). Springer International Publishing. [https://doi.org/10.1007/978-3-030-98160-0\\_9](https://doi.org/10.1007/978-3-030-98160-0_9)
- Ahmad, R., Gessan, P., Alfatih, & Putra, N., Muhammad Dharma Tuah. (2023). *Strategies and Applications of Islamic Entrepreneurship*. IGI Global.
- Ali, A. J., & Al-Aali, A. (2015). Marketing and Ethics: What Islamic Ethics Have Contributed and the Challenges Ahead. *Journal of Business Ethics*, 129(4), 833–845. <https://doi.org/10.1007/s10551-014-2131-x>
- Ali, M. H., & Suleiman, N. (2016). Sustainable food production: Insights of Malaysian halal small and medium sized enterprises. *International Journal of Production Economics*, 181, 303–314. <https://doi.org/10.1016/j.ijpe.2016.06.003>
- Anam, J., Sany Sanuri, B. M. M., & Ismail, B. L. O. (2018). Conceptualizing the relation between halal logo, perceived product quality and the role of consumer knowledge. *Journal of Islamic Marketing*, 9(4), 727–746. <https://doi.org/10.1108/JIMA-02-2017-0019>
- Beck, T., Demircuc-Kunt, A., & Levine, R. (2005). SMEs, Growth, and Poverty: Cross-Country Evidence. *Journal of Economic Growth*, 10(3), 199–229. <https://doi.org/10.1007/s10887-005-3533-5>
- Bouwman, H., Nikou, S., & de Reuver, M. (2019). Digitalization, business models, and SMEs: How do business model innovation practices improve performance of digitalizing SMEs? *Telecommunications Policy*, 43(9), 101828. <https://doi.org/10.1016/j.telpol.2019.101828>
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Bux, C., Varese, E., Amicarelli, V., & Lombardi, M. (2022). Halal Food Sustainability between Certification and Blockchain: A Review. *Sustainability*, 14(4). <https://doi.org/10.3390/su14042152>
- Carvalho, T., Simões, A. C., Teles, V., & Almeida, A. H. (2024). Empowering SMEs for the digital future: Unveiling training needs and nurturing ecosystem support. *European Journal of Engineering Education*, 49(6), 1158–1178. <https://doi.org/10.1080/03043797.2024.2365685>
- Chandra, M. P. (2023). Theoretical Concepts on Adapting to the Digitalization of International Trade in Penetrating Foreign Markets Through Indonesia's Demographic Bonus

- Potential: *Proceedings of the 4th International Seminar and Call for Paper*, 66–76. <https://doi.org/10.5220/0012580800003821>
- Chen, C.-L., Lin, Y.-C., Chen, W.-H., Chao, C.-F., & Pandia, H. (2021). Role of Government to Enhance Digital Transformation in Small Service Business. *Sustainability*, 13(3), Article 3. <https://doi.org/10.3390/su13031028>
- Cheng, C. C., & Shiu, E. C. (2019). How to enhance SMEs customer involvement using social media: The role of Social CRM. *International Small Business Journal*, 37(1), 22–42. <https://doi.org/10.1177/0266242618774831>
- Creswell, J. D., Pacilio, L. E., Lindsay, E. K., & Brown, K. W. (2014). Brief mindfulness meditation training alters psychological and neuroendocrine responses to social evaluative stress. *Psychoneuroendocrinology*, 44, 1–12. <https://doi.org/10.1016/j.psyneuen.2014.02.007>
- Dashti, L. A. H. F., Jackson, T., West, A., & Jackson, L. (2024). Enhancing halal food traceability: A model for rebuilding trust and integrity in Muslim countries. *Journal of Islamic Marketing*, 15(12), 3382–3408. <https://doi.org/10.1108/JIMA-06-2023-0167>
- Elsa, D., Indrawati, H., & Caska, C. (2025). Digital transformation in SMEs: Global maps and trends of research. *Strategy & Leadership, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/SL-09-2024-0104>
- Fahmi Ali Hudaefi, I. J. (2019). *HALAL GOVERNANCE IN INDONESIA: THEORY, CURRENT PRACTICES, AND RELATED ISSUES*. <https://jimf-bi.org/index.php/JIMF/article/view/1049>
- Galib, M., Haerani, S., Mamimg, J., & Razak Munir, A. (2022). The Role of SMT and Business Network Accentuation on Value Distribution and Performance Consequences. *Journal of Distribution Science*, 20(5), 97–104. <https://doi.org/10.15722/jds.20.05.202205.97>
- Gateway, S. (2023). *The State of the Global Islamic Economy 2023/24 Report*. Salaam Gateway - Global Islamic Economy Gateway. <https://salaamgateway.com/specialcoverage/SGIE23>
- Google Indonesia. (2021). The Digital Consumer in Indonesia. Google.
- Haque, A., Sarwar, A., Yasmin, F., Tarofder, A. K., & Hossain, M. A. (2015). Non-Muslim consumers' perception toward purchasing halal food products in Malaysia. *Journal of Islamic Marketing*, 6(1), 133–147. <https://doi.org/10.1108/JIMA-04-2014-0033>
- Herianti, H., Siradjuddin, S., & Efendi, A. (2023). INDUSTRI HALAL DARI PERSPEKTIF POTENSI DAN PERKEMBANGANNYA DI INDONESIA. *Indonesia Journal of Halal*, 6(2), 56–64. <https://doi.org/10.14710/halal.v6i2.19249>
- Hootsuite (We are Social): *Data Digital Indonesia 2024 | Dosen, Praktisi, Konsultan, Pembicara/Fasilitator Digital Marketing, Internet marketing, SEO, Technopreneur dan Bisnis Digital*. (2024). <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>
- Intezari, A., McKenna, B., & Rahmati, M. H. (2024). Conceptualizing and Contextualizing “Executive Wisdom” as a Framework for Business Leadership: A Grounded Theory Approach. *Business & Society*, 00076503241255540. <https://doi.org/10.1177/00076503241255540>
- Jahanshahi, A. A., Zhang, S. X., & Brem, A. (2013). E-commerce for SMEs: Empirical insights from three countries. *Journal of Small Business and Enterprise Development*, 20(4), 849–865. <https://doi.org/10.1108/JSBED-03-2012-0039>
- Kamar Dagang dan Industri Indonesia. (2024). *\_UMKM Indonesia\_*. Diakses pada 12 Januari 2025, dari [<https://kadin.id/data-dan-statistik/umkm-indonesia/>](<https://kadin.id/data-dan-statistik/umkm-indonesia/>)
- Khan, D. M. T., Khan, D. T. I., & Ahmed, M. S. (2020). Halal Products: Not Restricted to Food and its Marketing Opportunity in the Muslim World. *Research Journal of Social Sciences and Economics Review*, 1(4), Article 4. [https://doi.org/10.36902/rjsser-vol1-iss4-2020\(101-112\)](https://doi.org/10.36902/rjsser-vol1-iss4-2020(101-112))
- Kurniasari, F. (2023). *The Effect of Financial Literacy on Financial Inclusion in Sustaining Indonesia SMEs Growth*.

- Li, L., Su, F., Zhang, W., & Mao, J.-Y. (2018). Digital transformation by SME entrepreneurs: A capability perspective. *Information Systems Journal*, 28(6), 1129–1157. <https://doi.org/10.1111/isj.12153>
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
- Mazzarol, T. (2015). SMEs engagement with e-commerce, e-business and e-marketing. *Small Enterprise Research*, 22(1), 79–90. <https://doi.org/10.1080/13215906.2015.1018400>
- M.Si, D. E. R. N., M.PA, R. R. Y., & S.AP, D. A. (2023). *Halal Certification Policy: Boosting Performance and Policy Recommendation for Empowering SME's in East Java*. Mega Press Nusantara.
- O'Dwyer, M., & Gilmore, A. (2019). Competitor orientation in successful SMEs: An exploration of the impact on innovation. *Journal of Strategic Marketing*, 27(1), 21–37. <https://doi.org/10.1080/0965254X.2017.1384040>
- Shah, S. A., Azhar, S. M., & Bhutto, N. A. (2019). Halal marketing: A marketing strategy perspective. *Journal of Islamic Marketing*, 11(6), 1641–1655. <https://doi.org/10.1108/JIMA-11-2018-0211>
- Silalahi, S. A. F., Fachrurazi, F., & Fahham, A. M. (2021). Factors affecting intention to adopt halal practices: Case study of Indonesian small and medium enterprises. *Journal of Islamic Marketing*, 13(6), 1244–1263. <https://doi.org/10.1108/JIMA-05-2020-0152>
- Suleman, S., Sibghatullah, A., & Azam, M. (2021). Religiosity, halal food consumption, and physical well-being: An extension of the TPB. *Cogent Business & Management*, 8(1), 1860385. <https://doi.org/10.1080/23311975.2020.1860385>
- Supriani, I., Ninglasari, S. Y., & Iswati, S. (2024). How social media influencers form Muslim consumers' halal cosmetics purchase intention: Religiosity concern. *Journal of Islamic Marketing*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/JIMA-02-2024-0085>
- Usman, H., Chairy, C., & Projo, N. W. K. (2021). Impact of Muslim decision-making style and religiosity on intention to purchasing certified halal food. *Journal of Islamic Marketing*, 13(11), 2268–2289. <https://doi.org/10.1108/JIMA-01-2021-0027>
- Utomo, S. B., Sekaryuni, R., Widarjono, A., Tohirin, A., & Sudarsono, H. (2020). Promoting Islamic financial ecosystem to improve halal industry performance in Indonesia: A demand and supply analysis. *Journal of Islamic Marketing*, 12(5), 992–1011. <https://doi.org/10.1108/JIMA-12-2019-0259>