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The Role of Digital Marketing in Increasing Sales among Halal Micro, Small, and Medium Enterprises (MSMEs)

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Abstract: The rapid development of digital technology has transformed business practices, including those of Micro, Small, and Medium Enterprises (MSMEs). Digital marketing has emerged as an important strategy for improving competitiveness and supporting sales growth, particularly among halal MSMEs. However, studies examining digital marketing in the context of halal MSMEs and Islamic business values remain relatively limited. This study aims to analyze the role of digital marketing in increasing sales among halal MSMEs in Indonesia and to identify the benefits and challenges associated with its implementation. This study employed a descriptive qualitative method with a library research approach. Data were collected from scientific journals, books, and other relevant publications. The findings indicate that digital marketing contributes to sales growth by expanding market reach, enhancing brand awareness, strengthening consumer trust, improving customer engagement, and increasing customer loyalty. In addition, digital marketing provides several benefits, including cost efficiency, broader market accessibility, and improved product visibility. Nevertheless, the implementation of digital marketing still faces challenges such as low digital literacy, limited human resources, financial constraints, and intense market competition. This study contributes to the literature by synthesizing previous findings on digital marketing and highlighting their implications for halal MSMEs within the framework of Islamic business values. Therefore, strengthening digital capabilities and institutional support is essential to optimize sustainable digital transformation among halal MSMEs in Indonesia.

Keywords: *Digital Marketing, Halal MSMEs, Sales Growth, Social Media Marketing, Digital Transformation, Islamic Marketing*.

Abstrak: Perkembangan teknologi digital telah mengubah praktik bisnis, termasuk pada Usaha Mikro, Kecil, dan Menengah (UMKM). Digital marketing telah menjadi strategi penting dalam meningkatkan daya saing dan mendukung pertumbuhan penjualan, khususnya pada UMKM halal. Namun, kajian yang mengkaji digital marketing dalam konteks UMKM halal dan nilai-nilai bisnis syariah masih relatif terbatas. Penelitian ini bertujuan untuk menganalisis

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peran digital marketing dalam meningkatkan penjualan UMKM halal di Indonesia serta mengidentifikasi manfaat dan tantangan yang terkait dengan penerapannya. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi pustaka (library research). Data diperoleh dari jurnal ilmiah, buku, dan berbagai publikasi yang relevan. Hasil penelitian menunjukkan bahwa digital marketing berkontribusi terhadap peningkatan penjualan melalui perluasan jangkauan pasar, peningkatan kesadaran merek, penguatan kepercayaan konsumen, peningkatan interaksi dengan pelanggan, serta peningkatan loyalitas pelanggan. Selain itu, digital marketing memberikan berbagai manfaat berupa efisiensi biaya, akses pasar yang lebih luas, dan peningkatan visibilitas produk. Namun demikian, penerapannya masih menghadapi berbagai tantangan, seperti rendahnya literasi digital, keterbatasan sumber daya manusia, keterbatasan modal, dan tingginya persaingan pasar. Penelitian ini memberikan kontribusi terhadap pengembangan literatur melalui sintesis temuan-temuan terdahulu mengenai digital marketing serta implikasinya bagi UMKM halal dalam kerangka nilai-nilai bisnis syariah. Oleh karena itu, penguatan kompetensi digital dan dukungan kelembagaan diperlukan untuk mengoptimalkan transformasi digital UMKM halal secara berkelanjutan di Indonesia.

Kata Kunci: *Digital Marketing, UMKM Halal, Peningkatan Penjualan, Social Media Marketing, Digital Transformation, Islamic Marketing*.

INTRODUCTION

The development of information and communication technology has driven digital transformation across various aspects of life, including the economic and business sectors. The emergence of the internet, social media, marketplaces, and various digital platforms has changed the way business actors promote and sell their products to consumers. These changes have created more modern, faster, and more efficient marketing patterns compared to conventional marketing methods. In the current digital era, the ability of business actors to utilize technology has become one of the key factors determining business success. Digital marketing has emerged as a solution that enables businesses to reach consumers more broadly without limitations of space and time (Abdillah, 2024).

Micro, Small, and Medium Enterprises (MSMEs) constitute a strategic sector that contributes significantly to economic growth, employment creation, and the improvement of public welfare in Indonesia. The Indonesian government continues to promote the digital transformation of MSMEs as part of its strategy to strengthen the national economy. The Ministry of Communication and Informatics has targeted that 30 million MSMEs will adopt digital technology by 2024. This initiative demonstrates that MSME digitalization has become a strategic agenda to enhance productivity, market access, and business competitiveness in the digital economy era (Kominfo, 2024). Data from the Ministry of Cooperatives and Small and Medium Enterprises of the Republic of Indonesia indicate that MSMEs remain the dominant sector in the national economy, with more than 65 million business units contributing significantly to Indonesia's Gross Domestic Product (GDP). Data from Statistics Indonesia (BPS) also show that MSMEs play a crucial role in national GDP formation, making the strengthening of competitiveness through the utilization of digital technology increasingly urgent (BPS, 2024).

Indonesia's digital economy continues to grow alongside the increasing number of internet users and the widespread use of social media as a means of marketing products and services. This condition provides opportunities for MSMEs to expand their markets through digital technology. On the other hand, as the country with the largest Muslim population in the world, Indonesia possesses substantial potential for the development of the halal economy. Growing public awareness regarding the consumption of halal products has stimulated the expansion of the halal market. Therefore, the integration of digital marketing and halal MSME development has become an important issue in supporting the growth of both the digital economy and the Islamic economy in Indonesia.

In line with this, the Ministry of Cooperatives and SMEs aims to integrate millions of MSMEs into the digital ecosystem to expand marketing access and enhance business competitiveness. The presence of digital platforms enables MSMEs to reach broader markets without geographical limitations, thereby increasing sales and ensuring business sustainability (Kemenkop, 2024). Furthermore, Bank Indonesia explains that innovations in digital financing business models provide greater opportunities for MSMEs to access funding more easily and quickly. Such digital financing support is an important factor in accelerating the digital transformation of MSMEs, including halal MSMEs that require capital strengthening to develop technology-based marketing strategies (Bank Indonesia, 2024). The Financial Services Authority (OJK) also reported that lending to the MSME sector continued to grow in 2024, indicating that the sector has strong prospects for development and continued contribution to the national economy (OJK, 2024).

Among the various types of MSMEs in Indonesia, halal MSMEs possess enormous potential. As the country with the largest Muslim population globally, Indonesia has a broad and continuously expanding halal market. Public awareness of the importance of consuming halal products has increased from year to year. This condition creates substantial opportunities for halal MSMEs to expand their markets and increase sales. Nevertheless, this potential must be supported by appropriate marketing strategies to ensure that halal products remain competitive amid technological advancements and increasingly dynamic consumer behavior (Sari, 2023).

One strategy that can be adopted by halal MSMEs is the utilization of digital marketing. Through various digital platforms such as Instagram, Facebook, TikTok, WhatsApp Business, marketplaces, and websites, business actors can broaden their market reach, increase brand awareness, establish relationships with customers, and encourage sales transactions. (Putri et al., 2022) explain that digital marketing can help MSMEs improve marketing effectiveness and expand market networks, thereby positively affecting business development.

Despite its various advantages, the implementation of digital marketing among halal MSMEs still faces several challenges. Many MSME actors have limited understanding of digital technology, difficulties in creating attractive marketing content, and inadequate capabilities in managing social media professionally. In addition, increasingly intense competition in the digital environment presents another challenge for businesses seeking to maintain their existence.

Although digital transformation has been continuously promoted by the government, the utilization of digital marketing among halal MSMEs remains suboptimal. Many MSMEs have adopted social media and marketplaces, but most still use these platforms in a simple manner without well-planned marketing strategies. Low digital literacy, limited human resources, and insufficient capabilities in creating engaging marketing content have prevented the full realization of sales growth potential. This condition indicates a gap between the substantial opportunities offered by digital marketing and the implementation capabilities of halal MSMEs in Indonesia, thereby warranting further investigation.

Numerous previous studies have examined digital marketing and MSME development. (Susanto, B., Hadianto, A., Chariri, F.N., Rochman, M., Syukani, 2020) found that the utilization of digital marketing can expand market reach and enhance MSME competitiveness through various digital platforms. (Manurung et al., 2024) explained that marketplaces play an important role in improving MSME marketing access by increasing product visibility and connecting businesses with consumers more effectively. (Amelia et al., 2024) demonstrated that halal certification and proper business management can improve MSME competitiveness amid increasingly competitive markets. (Ifa and Anwar, 2025) highlighted the importance of digitalization in supporting the development of halal MSMEs, particularly through easier access to halal certification services. Meanwhile, (Marianingsih, Zainullah, and Musyarrofah, 2025) argued that digital marketing activities should adhere to Islamic economic principles, such as honesty, transparency, and fairness, in order to align with Islamic values.

Although previous studies have discussed digital marketing, marketplaces, halal certification, and MSME development, most have examined these variables separately. Research on digital marketing generally focuses on improving MSME performance in general without emphasizing the characteristics of halal MSMEs. Conversely, studies on halal MSMEs have primarily concentrated on halal certification, competitiveness, and halal industry development, without thoroughly investigating the role of digital marketing in increasing sales from the perspective of Islamic business. This condition indicates the existence of a research gap, as previous studies have generally examined digital marketing in MSMEs broadly or investigated halal MSMEs from the perspectives of certification and competitiveness, while studies integrating digital marketing, sales enhancement, and Islamic business values in halal MSMEs remain limited.

Based on this research gap, the novelty of the present study lies in its integrative analysis of the relationship between digital marketing and sales enhancement among halal MSMEs from the perspective of Islamic Business Management. This study not only examines the effectiveness of digital marketing as a modern marketing strategy but also relates it to Islamic principles such as shiddiq (truthfulness), amanah (trustworthiness), tabligh (communicativeness), and fathanah (wisdom and competence). Therefore, this study is expected to contribute theoretically to the development of sharia-based digital marketing literature and provide practical recommendations for halal MSME actors in utilizing digital technology to enhance competitiveness and increase sales.

Based on the foregoing discussion, this study aims to analyze the role of digital marketing in increasing sales among halal MSMEs in Indonesia. Specifically, it seeks to examine the influence of digital marketing on sales growth and to identify both the benefits and challenges associated with its implementation.

METHOD

This study employed a descriptive qualitative method with a library research approach. This approach was used to analyze the role of digital marketing in increasing sales among halal Micro, Small, and Medium Enterprises (MSMEs) based on various relevant scientific sources. According to John W. Creswell, qualitative research aims to explore and understand the meaning individuals or groups ascribe to social or human problems, while library research enables researchers to obtain comprehensive information from existing literature (Sugiyono, 2022).

The data used in this study were secondary data obtained from national and international scientific journals, books, research articles, government reports, and other publications related to digital marketing, halal MSMEs, the digital economy, and Islamic business. The literature sources were selected based on their relevance to the research topic and their relationship to the development of digital marketing and halal MSMEs in Indonesia. Secondary data are considered appropriate for library research because they provide extensive information and theoretical perspectives that support the analysis of research problems (Zed, 2014).

The object of this study consisted of various research findings and scientific publications discussing the implementation of digital marketing in halal MSMEs. The focus of the analysis included the role of digital marketing in increasing sales, the benefits gained by business actors, the challenges encountered in its implementation, and its application from the perspective of Islamic Business Management. The study also considered the principles of Islamic business ethics, including *shiddiq* (truthfulness), *amanah* (trustworthiness), *tabligh* (communicativeness), and *fathanah* (wisdom and competence), which are essential elements in sharia-based business management (Antonio, 2001).

Data analysis was conducted through several stages, including literature collection, literature selection based on topic relevance, data reduction, data presentation, and conclusion drawing. These stages follow the interactive model of qualitative data analysis proposed by Matthew B. Miles, A. Michael Huberman, and Johnny Saldaña, which consists of data condensation, data display, and conclusion drawing/verification. The collected literature was analyzed descriptively by identifying, comparing, and synthesizing the findings of previous studies related to digital marketing, halal MSMEs, and sales enhancement. The results of the analysis were then interpreted to provide a comprehensive understanding of the role of digital marketing in supporting the improvement of sales among halal MSMEs in Indonesia (Miles et al., 2014).

RESULTS AND DISCUSSION

Digital Marketing and Sales Growth of Halal MSMEs in Indonesia

The development of digital technology has transformed marketing practices and created new opportunities for Micro, Small, and Medium Enterprises (MSMEs) to expand their businesses. Based on the synthesis of previous studies, digital marketing has become an important factor contributing to sales growth among halal MSMEs in Indonesia. Unlike conventional marketing, digital marketing enables businesses to reach consumers more effectively and efficiently through various online platforms (Putri et al., 2022).

Previous studies consistently demonstrate that digital marketing contributes to increasing market reach and improving marketing performance. Susanto et al. found that digital marketing enables MSMEs to access broader markets beyond their local areas (Susanto et al, 2020). Similarly, Putri et al. reported that the utilization of digital platforms enhances marketing effectiveness and facilitates product distribution. These findings indicate that digital technology has reduced geographical barriers and provided halal MSMEs with opportunities to reach consumers from different regions and even international markets (Putri et al., 2022).

In addition to expanding market access, digital marketing also plays an important role in strengthening brand awareness. Hartati et al. emphasized that continuous exposure through digital media increases consumer recognition of products and brands. Greater brand awareness encourages consumers to consider products during purchasing decisions, which eventually contributes to higher sales performance. In the context of halal products, brand recognition is closely associated with consumer trust, since consumers tend to prioritize product quality and halal assurance (Hartati et al., 2024).

Furthermore, digital marketing enhances customer engagement and strengthens relationships between businesses and consumers. Nikmatus Sholicha explained that digital communication allows business owners to interact directly with consumers, provide quick responses, and improve customer satisfaction. Such interactions contribute to customer loyalty and increase the likelihood of repeat purchases. Consequently, customer engagement serves as an important mechanism through which digital marketing influences sales growth (Sholicha, 2021).

Another important finding concerns the role of digital marketing in improving product visibility and competitiveness. Hartati et al. argued that businesses utilizing digital platforms tend to achieve greater visibility and competitive advantages compared to enterprises relying solely on traditional marketing methods. In highly competitive markets, digital marketing provides opportunities for halal MSMEs to strengthen their market position and maintain sustainable growth (Hartati et al., 2024).

Overall, the literature suggests that digital marketing contributes to sales growth among halal MSMEs through four major mechanisms, namely expanding market reach, increasing brand awareness, strengthening consumer trust, and enhancing customer loyalty. These findings imply that digital marketing should be viewed not merely as a promotional tool but as a strategic instrument for business development.

Table 1. Synthesis of Previous Studies

Authors	Main Findings	Research Implications
Susanto et al. (2020)	Digital marketing expands MSME market reach.	Supports broader market access for halal MSMEs.
Putri et al. (2022)	Digital platforms improve marketing effectiveness.	Increase sales opportunities through digital channels.
Hartati et al. (2024)	Social media strengthens brand awareness and competitiveness.	Enhances product visibility and customer recognition.
Amelia et al. (2024)	Halal certification improves consumer trust.	Strengthens the competitiveness of halal products.
Ifa and Anwar (2025)	Digitalization supports halal MSME development.	Highlights the importance of digital transformation.

Source: Compiled by the authors based on previous studies.

Benefits of Digital Marketing for Halal MSMEs

The findings of previous studies reveal several benefits associated with the implementation of digital marketing. First, digital marketing provides wider market accessibility. Through online platforms, halal MSMEs are able to reach a larger number of potential consumers without establishing physical stores in multiple locations (Putri et al., 2022). This capability enables businesses to increase sales opportunities and expand their customer base.

Second, digital marketing improves product visibility and brand awareness. Hartati et al. argued that social media and digital content contribute significantly to increasing public awareness of products and brands. Higher exposure increases the possibility of consumer purchases and enhances business competitiveness (Hartati et al., 2024).

Third, digital marketing facilitates communication and customer engagement. According to Nikmatus Sholicha, digital communication platforms enable businesses to provide responsive services and maintain relationships with consumers. Positive interactions encourage customer satisfaction and loyalty, which ultimately support repeat purchases (Sholicha, 2021).

Another important benefit is cost efficiency. Compared with conventional marketing methods, digital marketing requires relatively lower promotional costs and offers greater flexibility in determining advertising budgets (Abdillah, 2024). This advantage is particularly important for MSMEs that generally face financial limitations.

Table 2. Benefits of Digital Marketing for Halal MSMEs

Benefits	Implications
Wider market reach	Increased number of potential customers
Brand awareness	Greater product recognition
Consumer engagement	Higher customer loyalty
Product visibility	Improved competitiveness

Cost efficiency	Reduced promotional expenses
Consumer trust	Increased purchase intention

Source: Adapted from Putri et al. (2022), Hartati et al. (2024), and Sholicha (2021).

The literature therefore indicates that digital marketing provides not only economic benefits but also strategic advantages for halal MSMEs in maintaining competitiveness in the digital era.

Challenges in Implementing Digital Marketing among Halal MSMEs

Despite its numerous advantages, the implementation of digital marketing among halal MSMEs still faces several challenges. One major challenge is the low level of digital literacy among business owners. Putri et al. found that many MSME actors have limited knowledge regarding content creation, social media management, and the utilization of digital tools. As a result, digital marketing activities are often implemented inconsistently and ineffectively (Putri et al., 2022).

Another challenge is the limitation of human resources. Hartati et al. reported that many MSMEs lack specialized personnel responsible for digital marketing activities. Consequently, business owners often handle marketing activities themselves, which affects the quality and consistency of digital promotion (Hartati et al., 2024).

Financial constraints also represent a significant barrier. Although digital marketing is relatively cost-efficient, certain strategies, such as paid advertising and professional content development, require additional investments that are not always affordable for small businesses (Abdillah, 2024).

Moreover, increasing competition within digital markets poses challenges for halal MSMEs. The presence of numerous competitors offering similar products requires businesses to continuously innovate and differentiate their products in order to attract consumers. Ifa and Anwar emphasized that digital transformation should be accompanied by innovation and continuous adaptation to changing market conditions (Anwar, 2025).

Table 3. Challenges in Implementing Digital Marketing

Challenges	Impacts
Low digital literacy	Ineffective digital marketing practices
Limited human resources	Inconsistent promotional activities
Financial constraints	Limited utilization of digital advertising
Increasing market competition	Difficulty attracting consumers
Technological adaptation	Slower digital transformation

Source: Compiled from Putri et al. (2022), Hartati et al. (2024), Abdillah (2024), and Ifa and Anwar (2025).

The findings suggest that the effectiveness of digital marketing depends not only on the availability of digital platforms but also on the readiness of business actors in terms of knowledge, resources, and financial capacity. Therefore, improving digital literacy, strengthening human resources, and providing institutional support are essential for ensuring sustainable digital transformation among halal MSMEs.

Implications from the Perspective of Islamic Business Management

From the perspective of Islamic business management, digital marketing should be implemented in accordance with ethical values and Islamic principles. Sari emphasized that marketing activities must be based on honesty (shiddiq), trustworthiness (amanah), communicativeness (tabligh), and intelligence (fathanah). These principles ensure that business activities do not solely pursue profit but also promote fairness, transparency, and social welfare (Sari, 2023).

Consequently, digital marketing can serve as a strategic instrument that not only increases sales performance but also strengthens consumer trust and contributes to the sustainable development of halal MSMEs in Indonesia.

CONCLUSION

Based on the synthesis of previous studies, this research concludes that digital marketing plays a significant role in increasing sales among halal Micro, Small, and Medium Enterprises (MSMEs) in Indonesia. Digital marketing contributes to sales growth by expanding market reach, enhancing brand awareness, strengthening consumer trust, improving customer engagement, and increasing customer loyalty. These findings indicate that digital marketing is not merely a promotional tool but a strategic instrument that supports business sustainability and competitiveness in the digital era.

The literature review also reveals several benefits associated with the implementation of digital marketing among halal MSMEs, including wider market accessibility, improved product visibility, cost efficiency, and stronger relationships with consumers. These advantages provide opportunities for halal MSMEs to compete more effectively and expand their market presence. However, the implementation of digital marketing is still constrained by several challenges, such as low digital literacy, limited human resources, financial limitations, and increasingly intense competition in digital markets. Therefore, the effectiveness of digital marketing depends not only on the availability of digital platforms but also on the readiness and capabilities of business actors in utilizing digital technologies.

From the perspective of Islamic business management, digital marketing should be implemented in accordance with Islamic ethical principles, including honesty (*shiddiq*), trustworthiness (*amanah*), communicativeness (*tabligh*), and intelligence (*fathanah*). The integration of these values ensures that marketing activities are directed not only toward achieving economic benefits but also toward creating fairness, transparency, and sustainable welfare.

This study is limited to a library research approach and relies on the analysis of previous literature. Therefore, future studies are recommended to employ empirical approaches involving halal MSMEs in different regions of Indonesia in order to

provide more comprehensive evidence regarding the relationship between digital marketing and sales performance.

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