

**DIGITAL MARKETING BASED ON ISLAMIC BUSINESS
ETHICS IN INCREASING SALES: A STUDY ON MSMEs
CULINARY AND FASHION IN INDONESIA**

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ABSTRACT

This study aims to analyze the implementation of digital marketing based on Islamic Business Ethics in increasing sales of culinary and fashion MSMEs. This study uses a descriptive qualitative approach with thematic analysis to describe the experiences of fashion and culinary MSME actors who are research informants in the region in implementing digital marketing based on Islamic Business Ethics. Data were collected through semi-structured interviews, tracking digital activities, and documentation. Retrospective data consistency is maintained by comparing interview narratives with digital activity traces and sales documents from several informants available. Data analysis was conducted through data reduction, categorization, and discovery of main themes based on meaning patterns that emerged from the interviews. The results show that the use of social media and marketplaces accompanied by the application of Islamic ethics of business positively impact sales growth driven by increased consumer trust and loyalty. However, the aspect of declaring product halalness and clarity of promotional claim limits has not been fully explicitly conveyed, so the implementation of Islamic business ethics still requires strengthening. This finding confirms that the integration of digital marketing and Islamic business ethics plays an important role in improving the performance and sustainability of MSMEs in the digital economy era.

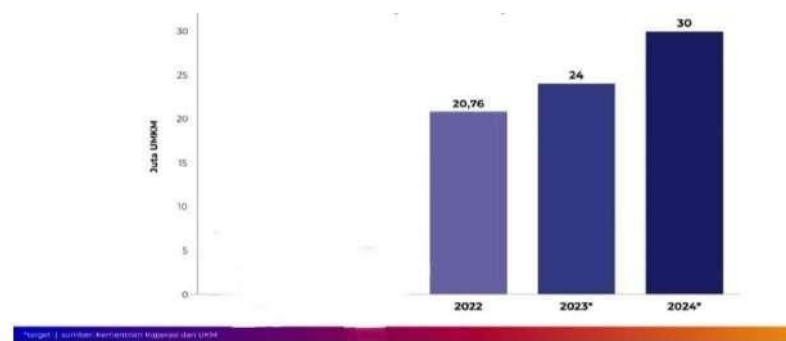
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INTRODUCTION

Growth Over the last two decades, information and communication technology has significantly changed the interaction between producers and consumers. Digital marketing has emerged as a method that can effectively

expand market reach as a result from these digital changes, especially for Micro, Small, and Medium Enterprises that do not have the facilities to join larger markets. By embracing digital technology, MSMEs can improve competitiveness and operational efficiency (Dimoso & Utonga, 2024).

In Indonesia, MSMEs are the sector most affected while also having potential to leverage digital technology. However, obstacles such as limited market access, insufficient digital skills, and lack of promotional strategies are still faced by many digital marketing actors who can expand customer reach at lower costs while increasing the effectiveness of communication and sales (Sudarsono & Yusuf, 2023). This is reinforced by reports that the number of MSMEs joining the ecosystem has increased significantly, according to the Ministry of Cooperatives and SMEs of the Republic of Indonesia during the period 2022-2024.



Source: Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2024

Data According to the report, the number of MSMEs joining the digital ecosystem increased significantly from 20.76 million in 2022 to 24 million in 2023 and is projected to reach 30 million in 2024. This trend reflects accelerated adoption of digital technology among MSMEs, driven by government policy through the Ministry of Cooperatives and SMEs, and the needs of business actors to broaden market access, increase efficiency, and strengthen competitiveness in the digital economy era.

With many MSMEs in Indonesia that are located in the Ministry of Cooperatives and SMEs Republic of Indonesia, it turns out there are still many

ethical violations that frequently occur in the media social as well as marketplace. For example, cases of online buying and selling fraud in the form of delivery of goods that do not match the description, where consumers order products with high value but receive different goods or quality far below the claim seller (Kompas TV, 2022). If MSME actors do not apply Islamic Business Ethics, then there is potential risk such as information manipulation, consumer exploitation, and loss of customer trust (Jumardi et al., 2022). Marketing practices that do not comply with Sharia principles can also lead to injustice and disrupt business sustainability (Istiqomah et al., 2024). Therefore, further research on this topic becomes very important.

This study's novelty lies in the integration of digital marketing with the principles of Islamic Business Ethics in the context of Indonesian MSMEs which have not been extensively studied comprehensively at a national scope. Some earlier studies have indeed examined the relationship between digital marketing and Islamic Business Ethics in MSMEs, but often limited to specific regions. Earlier studies describe the application of Islamic marketing ethics in digital marketing by MSME actors in Kalimantan through 24 MSMEs (Pujianto & Muzdalifah, 2022). Another study in Belitung Regency shows that SMEs using digital marketing and applying Islamic marketing ethics such as honesty in product descriptions, quick response to orders, and shipping transparency can build trust among consumers and maintain a good reputation (Ratnasari et al., 2024). Moreover, in the sector of crafts, such as songkok crafts in Karanggeneng Lamongan show that strategy of digital marketing in accordance with Sharia principles helps improve competitiveness and income for MSMEs (Awaludin & Rahmat, 2023).

Although some studies have discussed the relationship between digital marketing and Islamic Business Ethics in MSMEs from various perspectives and regions, there is no study that specifically analyzes empirically how fashion and culinary MSMEs practice and interpret the implementation of digital marketing based on Islamic Business Ethics in the local context. Thus, there remains a gap between theoretical constructs regarding Islamic Business Ethics and its implementational reality in digital marketing practices that needs further study. This research seeks to bridge that gap through a descriptive qualitative approach to the

experiences of business actors in the field Based on the description above, the aim of this study is to create digital marketing for MSMEs in Indonesia that are ethically Islamic Business and offering strategic recommendations for ensuring that digital marketing is conducted according to Islamic Business Ethics standards. The research questions in this study are to respond to the topic on how the application of digital marketing based on Islamic Business Ethics on MSMEs, what challenges are faced in maintaining Islamic Business Ethics principles, and to what extent the implementation impacts sales growth. With this approach, the research not only analyzes practices and challenges, but also produces practical guidelines and contributions theoretical contributions that can support improved performance and competitiveness of MSMEs.

LITERATURE REVIEW

Digital Marketing for MSMEs

Marketing techniques known as "digital marketing" utilize technology digital to advertise goods and services. For MSMEs, this method involves the use of social media, websites, e-commerce, and instant messaging services to reach customers more effectively and efficiently (Satrio & Muhardono, 2022). digital marketing enables MSMEs to build brand identity, interact directly with customers, and optimize marketing budgets with measurable targets. the implementation of digital marketing on MSMEs focuses on practices that are easy to adopt and align with the specific needs of MSMEs such as creating engaging visual content, story-based marketing, and the use of affordable paid advertising. Flexibility digital marketing enables MSMEs to adjust strategies rapidly based on market response, current trends, and consumer behavior, thus boosting competitiveness in the digital era (Mardiana, 2024).

Islamic Business Ethics in Digital Marketing

Application of Islamic Shariah principles to digital marketing tactics that emphasize values integrity and accountability, known as Islamic Business Ethics in digital marketing. The concept emphasizes the importance of price transparency, honesty, avoidance of fraudulent practices and ensuring the halal status of products and marketing processes (Chavda & Deshpande, 2022). In the digital context, this

ethics is manifested through educational marketing content, respect for consumer privacy, and conveying messages in line with the principles of Islam. The application of Islamic ethics in digital marketing provides a moral foundation that is strong for MSMEs to build long-term relationships with consumers. The principles in (. such as prohibitions on usury, avoidance of exploitation, and emphasis on the public interest becoming a differentiator of ethical strategy compared to conventional marketing (Mutum & Ghazali, 2023). This approach not only increases customer trust but also aligns with contemporary marketing trends that prioritize sustainability and social responsibility corporate social responsibility (Mandung, 2024).

Increase in SME Sales

Increase in SME sales is influenced by the effectiveness of digital marketing strategies that integrate Islamic ethical values. Research shows that the application of Principles of Shariah such as transparency, honesty, and responsibility in digital marketing can increase consumer loyalty. Ethical-value-based marketing content has also proven to increase sales conversion for micro enterprises (Chong & Patwa, 2023). In the context , of consumer behavior, Theory of Planned Behavior explains that purchase intention is influenced by the ethical perception of the brand and ease of digital transactions (Putra & Wijaya, 2024). Additionally, the Theory Ethical Decision Making states that consumer purchase decisions are influenced by ethical assessment of business actors' behavior, where fair, honest, and responsible marketing practices that are accountable can enhance consumer trust and drive sustainable purchase decisions for sustainable purchases (Hasibuan & Nawawi, 2023). Digital marketing adopting a halal and tayyib approach has been shown to improve perceived behavioral control. Integration of Islamic values in digital marketing strategy not only builds consumer trust but also strengthens business competitiveness (Pujianto & Muzdalifah, 2022).

SMEs in the Digital Economy

Micro, Small, and Medium Enterprises are one of the main pillars of the national economy with an important role in absorbing labor, driving economic growth, and increasing people's income (Basyah & Fahmi, 2024). Based on Law

No. 20 of 2008, SMEs are categorized as micro, small, and medium enterprises based on annual sales turnover and net value. SMEs micro, small, and medium based on annual sales turnover and net value. SMEs play an important role in the digital economy as drivers of innovation and job creation. SMEs can expand market reach, streamline operations, and increase productivity and competitiveness through the adoption of technologies such as e commerce, digital payment platforms, and data-driven marketing (Sharma, 2023).

The presence of MSMEs in the digital economy is marked by the agility to adapt to market changes and the ability to leverage affordable technology. Digitalization allows MSMEs to overcome capital and geographic constraints through strategies such as dropshipping, marketplaces, and content marketing. This flexibility makes MSMEs a backbone of national economic resilience in facing digital disruption (Datta, 2024). Overall, MSMEs have much room to grow with a blend of digital marketing techniques that are appropriate.

The use of digital marketing by MSMEs cannot be separated from the need to adapt to the increasingly competitive development of the digital economy (Khaerani & Sudarmiati, 2022). In practice, digital marketing strategies not only function as promotion tools, but also serve as a medium for shaping business identity and a means of interactive ongoing engagement with consumers. In the context of Islamically Ethic Business MSMEs, the application of Islamic Business Ethics in digital marketing acts as a guideline to uphold honesty, transparency, and social responsibility. The integration between digital marketing strategies and the principles of Shariah principles shapes positive consumer perceptions, influences purchasing behavior, and contributes to MSME sales performance (Aini et al., 2024). On the other hand, the role of MSMEs in the digital economy is strengthening as business actors' ability to utilize flexible and affordable technology to expand markets and improve competitiveness on a sustainable basis.

METHODS

This study uses a descriptive qualitative approach with thematic analysis to depict the experiences of fashion and culinary MSME actors who become informants in the region in applying digital marketing based on Islamic Business

Ethics. Informants were selected using Random Sampling techniques, which provide equal opportunities for population members to be chosen as research samples , (Ajithakumari, 2024). the informants' characteristics in this study are not limited, however they share a commonality in active involvement in the ventures, having active digital activity, and applying Islamic Business Ethics principles in marketing practice. A total of 15 informants were interviewed until data saturation was reached, that is, when two interviews no longer produced information or new meaning

Data collection is conducted through semi-structured interviews, activity tracking digital, documentation and secondary data from the Ministry of Cooperatives and SMEs of the Republic of Indonesia. the entire research process is conducted in accordance with ethical procedures such as informed consent, anonymity, and data confidentiality. profile of business actors informants and consumer informants presented in the following table;

business actor information

No	Kode Informan	Bidang Usaha	Asal Kota
1	A1	Culinary	Papua
2	A2	Fashion	Bangkalan
3	A3	Fashion	Bangkalan
4	A4	Fashion	Bangkalan
5	A5	Fashion	Gresik
6	A6	Culinary	Bangkalan
7	A7	Fashion	Bangkalan
8	A8	Fashion	Surabaya
9	A9	Culinary	Bangkalan
10	A10	Fashion	Lamongan
11	A11	Fashion	Sumatra Barat
12	A12	Fashion	Bekasi
13	A13	Fashion	Jakarta

14	A14	Fashion	Jombang
15	A15	Fashion	Kalimantan Selatan

Source: Primary data processed, (2025 – 2026)

Consumer Informant

Inform	ant Code Number	Buyer Status	City of Origin
1	B1	Student	Papua
2	B2	Private Sector Employee	Bangkalan
3	B3	Private Sector Employee	Bangkalan
4	B4	Student	Bangkalan
5	B5	Private Employee	Bangkalan
6	B6	Student	Bangkalan
7	B7	Unemployed	Bangkalan
8	B8	Housewife	Bangkalan
9	B9	Student	Bangkalan
10	B10	Student	Lamongan
11	B11	Student	West Sumatra
12	B12	Student	Bekasi
13	B13	Housewife	Bandung
14	B14	Housewife	Jombang
15	B15	Student	South Kalimantan

Source: Primary data processed, (2025 – 2026)

Based on the table above, the profile of informants among entrepreneurs shows diversity in fields of businesses and city of origin. Meanwhile, the profile of consumer informants as part of triangulation of sources shows variation in buyer

status and city of origin, thereby reinforcing the validity of the data. The validity of findings is strengthened through triangulation of sources by comparing interview results, digital activity records, and available sales documents.

Data analysis was conducted through stages of data reduction, categorization, and theme discovery based on patterns of meaning that emerged from interviews. In the analysis process, the researchers used three initial thematic categories, namely information honesty, price transparency, and ethics of communication, as an analytical lens to understand digital marketing practices based on Islamic Ethics. Islamic Business. The analysis uses the Theory of Planned Behavior and Ethical Decision Making Model which helps interpret how moral norms, perceived responsibility, intention, and ethical considerations influence marketing decision-making. Thus, the theory and initial categories thus function as guidance in understanding the phenomenon being studied.

RESULTS AND DISCUSSION

Digital Marketing Implementatio

The implementation of digital marketing shows that MSMEs use WhatsApp, Instagram, Shopee, and TikTok to expand the market while also building trust through information transparency. The interview results with informants A1, A2, and A3 (2025) show the use of original photos, honest descriptions, and quick responses as a form of responsibility moral accountability. from these findings, a pattern is visible that the digital marketing carried out is the application of Islamic Business Ethics, especially the principles of honesty and trustworthiness, not merely a strategy for sales. This aligns with the Theory of Planned Behavior which explains that attitudes positive toward ethical values, consumer norms, and ease of using technology shape responsible marketing behavior, and is supported by research by Hasan & Habib (2023) which states that digital transparency increases consumer trust. this is also in line with the results of source triangulation from informants B1, B2, and B3 (2026) which shows that the information received by consumers is consistent with the product obtained. with therefore, digital marketing in MSMEs reflects the integration of modern strategies and the application of Islamic Business Ethics in building consumer loyalty.

Furthermore, the interview results from informants A4, A5, and A6 (2025) show that the use of WhatsApp, Instagram, Shopee, and TikTok by conveying information in a as-is manner, creating educational content, utilizing live streaming features, and using insights to read market responses. from these findings, it is seen that the use of digital technology is not only oriented toward increasing sales, but also the application of Islamic Business Ethics through honesty, polite communication, and openness of information as a form of trustworthiness to consumers. this aligns with the Theory of Planned Behavior which explains that a positive attitude toward ethical values, consumer norms, and the ease of technology use encourages the formation of responsible marketing behavior, and is supported by research by Reck et al., (2022) which states that information transparency in digital marketing increases the effectiveness of communication and customer trust. this also corresponds to the results of source triangulation from informants B4, B5, and B6 (2026) shows that the information conveyed is easy to access, clear, and consistent with the condition of the products received.

Next, the interview results from informant A7 (2025) as well as A8 and A9 (2026) explain that they prioritize price transparency, details of product conditions, and do not exaggerate or overstate information in promotions, as a form of applying the principles of honesty, trustworthiness, and i . responsibility. from the findings, there is a pattern that transparency is not just a strategy communication, but a concrete manifestation of applying Islamic business ethics in the digital space for building long-term relationships with customers. This aligns with Theory of Planned Behavior which asserts that a positive attitude toward ethical values, normative support from consumers, and the ease of using digital platforms encourage the formation of behavior in marketing that is consistent and responsible, and supported by Zamharir's (2025) research which states that digital transparency has a significant impact on the increase in trust and customer loyalty. this also corresponds with the triangulated source results from informants B7, B8, and B9 (2026) which show that the information provided is clear, in accordance with the original condition, and facilitates interaction before purchase. thus, transparency in digital marketing not only increases promotional effectiveness, but also reflects the

internalization of Islamic business ethics in building trust and business sustainability.

Furthermore, the interview results of informants A10, A11, and A12 (2026) explain that the information is conveyed honestly, responsive in replying to messages, ensuring orders are processed well, and providing solutions when obstacles occur as a form of application of the trust and responsibility principle. from these findings, there is a pattern that digital service does not only function as technical transaction support, but as an implementation of Business Ethics Islam in building honesty, a sense of security and customer comfort. this is in line with Theory of Planned Behavior which explains that a positive attitude toward integrity values, norms consumers who expect quick responses, and the ease of using platforms encourages service behavior that is consistent and responsible, and supported by Rapezzi research et al., (2024) which states that responsiveness and digital transparency have an influence significantly on the formation of consumer trust. this also aligns with the results triangulation of sources from informants B10, B11, and B12 (2026) stating that sellers are responsive, informative, and responsible when problems occur. Thus, the quality of communication and digital service grounded in ethics not only strengthens positive consumer perception, but also reflects the internalization of Islamic Business Ethics values in online marketing practices.

Next, the subsequent interview results A13, A14, and A15 (2026) show that micro, small, and medium enterprises actors consistently integrate honesty and service values into activities of digital promotion. informants A13, A14, and A15 (2026) show providing product explanations in detail, being friendly, and not exaggerating product conditions as a form implementation of the principles of honesty and trustworthiness. from these findings it appears the pattern that the informants A13, A14, and A15 have applied Islamic Business Ethics to the concepts of trust, honesty and not overclaim as a main factor in product promotion. this aligns with the Theory of Planned Behavior which explains that a positive attitude towards the value of honesty, support of consumer norms, as well as the ease of using digital media encourages the formation of ethical and consistent promotional behavior,

supported by Kumari & Thakur (2025) which ethical and consistent promotion, and supported by Kumari & Thakur (2025) which stated that honesty and clarity of information in digital marketing have a significant influence on the formation of consumer trust. this is also in line with the results of source triangulation through B13, B14, and B15 (2026) which show that promotions are conducted politely, honestly, and not excessive, thus more convincing. therefore, the integration of honesty and service in digital promotion reflects Islamic Business Ethics that plays an important role in strengthening the credibility and loyalty of SME consumers in the digital era.

Values and Challenges in Implementing Islamic Business Ethics

In the context of values and challenges in applying Islamic Business Ethics, the interview results with informants A1, A2, A3, A4, and A5 (2025) state that informants consistently apply honesty, price transparency, trustworthiness, and avoid excessive claims in digital promotions despite facing market competition demands. there is a pattern that informants A1, A2, A3, A4, and A5 have implemented Islamic Business Ethics in the concepts of honesty and transparency as the main foundation in digital marketing. this is in line with the Theory of . i Planned Behavior which explains that religious attitude, subjective norms, and perceived behavioral control that are perceived to form consistency of ethical behavior in doing business. This finding is also supported by Arif's (2023) study which states that honesty and transparency become factors main in building trust and customer loyalty. this also aligns with the results of source triangulation B1, B2, B3, B4, and B5 (2026) strengthening these results, where consumers perceive the alignment between promotions and product reality, friendly service, and availability of information including halal aspects in several businesses. However, the concept of product halal status has not been applied optimally by informants A3 and A4, which indicates that the implementation of Islamic business ethics at the UMKM level still requires strengthening in the halal compliance aspect to be more comprehensive.

Next, the interview results with informants A6, A7 (2025) as well as A8, A9 and A10 (2026) it was found that informants consistently apply the values of

honesty, trustworthiness, responsibility entirely, and openness of information in promotion and digital transactions. despite facing intense competition, excessive promotional temptations, and changes in social media algorithms. from these findings, a pattern is seen that A6, A7, A8, A9 and A10 have implemented Islamic Business Ethics in the moral aspect, especially honesty and avoidance of manipulative claims . in digital marketing. This aligns with the Theory of Planned Behavior which explains that a positive attitude toward religious values and subjective norms influences the consistency of ethical behavior ethics in business. This finding is also reinforced by the study of Sari and Nugroho (2022) which stated that applying ethics in digital promotion affects trust and customer loyalty. this is also in line with the triangulation results from sources B6, B7, B8, B9 and B10 (2026) supporting these results, where consumers perceive honesty, service friendly, and information openness. However, the concept of product halalness has not been implemented explicitly by informants A6, A7, A8, A9 and A10, so the implementation of Islamic Business Ethics is still not fully comprehensive.

Furthermore, the interview results with informants A11, A12, A13, A14 and A15 (2026) showing the application of honesty, trustworthiness, and responsibility in promotions and digital transactions. although facing challenges such as price competition, order cancellations, and the risk of COD system losses. a pattern is observed that informants A11, A12, A13, A14 and A15 have implemented Islamic business ethics in the aspects of honesty and responsibility as strategies to maintain reputation and customer trust. this is in line with the Theory of Planned Behavior which explains that a religious attitude and subjective norms drive consistency of ethical behavior in business. This finding is also reinforced by Rahmawati (2022) which stated that transparency and trustworthiness affect trust and purchasing decisions of consumers. this also aligns with the triangulation results from sources B11, B12, B13, B14 and B15 (2026) supporting these results, where consumers perceive openness of information and product conformity with description. However, the halal aspect of products has not become the main focus for informants A11, A12, A13, A14 and A15. therefore, implementation of Islamic Business Ethics is still not fully comprehensive and still needs reinforcement in the aspect of

No	Code Informan	Honesty	Transparent Explained Trustworthiness	Openness of Amanah	Halal Compliance Product	Avoidance Claim Excessiveness	Anti riba
1	A1	✓	✓	✓	✓	✓	—
2	A2	✓	✓	✓	✓	✓	—
3	A3	✓	✓	✓	—	✓	—
4	A4	✓	✓	✓	—	✓	—
5	A5	✓	✓	✓	✓	✓	✓
6	A6	✓	✓	✓	—	—	—
7	A7	✓	✓	✓	—	—	—
8	A8	✓	✓	✓	—	—	—
9	A9	✓	✓	✓	—	—	—
10	A10	✓	✓	✓	—	—	—
11	A11	✓	✓	✓	—	✓	—
12	A12	✓	✓	✓	—	✓	—
13	A13	✓	✓	✓	—	✓	—
14	A14	✓	✓	✓	—	✓	—
15	A15	✓	✓	✓	—	✓	—

halal compliance to be more comprehensive. to clarify the distribution of values expressed by the informants, presented in the following table format;

Source: Primary data processed, (2025 – 2026)

Explanation ✓ = The value is disclosed in the interview

Explanation — = That value is not explicitly mentioned in the interview

Based on the table, it appears that the values of honesty, openness, and trustworthiness have become dominant values consistently mentioned by all informants. Meanwhile, the value of integrity in the form of avoiding excessive claims, commitment to the halalness of products, and rejection of usury practices appear among some informants as a form of strengthening the principles of Sharia.

On the other hand, these values face dynamic challenges. competitive price competition, aggressive promotional strategies on marketplaces, and demands to increase sales becoming external factors that can test the consistency of values. these pressures sometimes create dilemmas between maintaining ethical values and meeting the needs of business sustainability. Nevertheless, MSME actors still perceive that ethical values are the fundamental foundation in maintaining reputation and blessings of the business. overall, this finding shows that the values of Islamic Business Ethics have become normative orientation in digital MSME activities. These values are not only understood as formal rules, but as moral commitments that shape the character of the business and consumer trust.

Impact of Digital Marketing on Sales

Impact of digital marketing on sales growth based on interview results with informants A1, A2, A3, A4 and A5 (2025) the application of Islamic Business Ethics blended with digital marketing strategies has a positive impact on sales growth, loyalty, and market expansion. Honesty in promotion, maintained product quality, and utilization of digital campaigns encourage repeat purchases and consumer recommendations. This pattern aligns with Theory of Planned Behavior which explains that attitudes and consumer trust influence intention and purchase decisions. this finding is also reinforced by Hidayat's research (2021) which states that promotional transparency affects the increase in trust and sales volume. this is also in line with triangulation results from sources B1, B2, B3, B4 and B5 (2026) supporting these results, where consumers report greater confidence in purchasing again because promotions align with the quality and service provided. Thus, this finding shows the linkage between applying ethical values in marketing digital with positive consumer responses to the products offered.

Furthermore, interview results with informants A6, A7 (2025) as well as A8, A9 and A10 (2026) indicate that integration of Islamic business ethics in digital marketing impacts customer growth, market expansion to external areas, and repeat purchases. Honesty t promotion, quick response, and product-photo alignment become the main factors in its growth trust and the formation of loyal customers. this is aligned with the Theory of Planned Behavior which explains that positive

attitude and trust influence purchase intention repetition. Pratama Research (2022) also confirms that the integration of ethics and digital marketing strategies affects loyalty and the performance of MSME sales. this also aligns with the results of source triangulation B6, B7, B8, B9 and B10 (2026) strengthening these findings, where consumers feel more confident and urged to place repeat orders due to transparency and serving that is trustworthy.

Next, the interview results with informants A11, A12, A13, A14, and A15 (2026) showing the application of Islamic business ethics through honesty and openness in promotion digital impact on increasing trust, repurchases, and sales growth. a pattern is seen that consistency in maintaining integrity encourages forming loyal customers and consumer loyalty. This is aligned with the Theory of Expectation Disconfirmation Model which explains that consumer satisfaction is formed from the comparison between initial expectations and the perceived performance. this finding is also reinforced by Wulandari (2022) who states that transparency and honesty in digital marketing influence loyalty and increased MSME sales. this also aligns with the triangulation results from the sources B11, B12, B13, B14, and B15 (2026) support these results, where consumers feel more confident and not hesitant to place repeat orders because the seller is perceived as honest and trustworthy. trusted. to provide a clearer picture of the increase in sales that was experienced by the informants, the interview data is presented briefly in the following table.

Informant Sales Increase and Digital Marketing Strategy

No	Code informant	Digital Marketing Strategy	Impact Sales
1	A1	Transparency and honesty in online promotion	75%
2	A2	Regular live shopping on social media for increasing customer interaction and purchases	65%
3	A3	Discount promos on national holidays for attract interest and expand market reach digital.	80%

4	A4	Sales optimization through marketplaces (Shopee & TikTok Shop) to increase orders online.	20%
5	A5	Flash sale & giveaway	75%
6	A6	Regular content & courteous communication	30%
7	A7	Create engaging product promotions through TikTok and Instagram content	30%
8	A8	Building trust through testimonials and customer reviews to improve repeat orders.	40%
9	A9	transparency and honesty of promotions on social media and marketplace.	80%
10	A10	relationship marketing based on Islamic business ethics and build customer trust	30%
11	A11	Honesty-based customer loyalty strategy digital.	70%
12	A12	building a sense of safety and trust to encourage repurchase.	35%
13	A13	increase credibility to drive sales	35%
14	A14	formation of customer loyalty through ethical digital marketing.	25%
15	A15	Strategy to strengthen customer relationships through ethical digital marketing.	60%

Source: Primary data processed, (2025 – 2026)

Based on the table, it can be seen that all informants experienced an increase in sales after applying digital marketing strategies accompanied by the principles of Islamic Business Ethics. The strategies used include utilizing marketplaces, social media, interactive promotions such as live shopping, flash sales, and presenting honest product information and transparent. The implementation of these strategies not only expands market reach beyond the region, but also increases consumer trust, impacting repurchase and the growth of loyal customers.

In general, the sales growth experienced by the informants indicates that the combination of optimization of digital marketing and the application of Islamic Business Ethics plays a role in driving business growth, honesty, transparency, and good service becoming the main factors in building consumer trust, thus affecting transaction sustainability and customer loyalty.

CONCLUSION

Based on the results and discussion of the study, it can be understood that the application of digital marketing integrated with the principles of Islamic Business Ethics shows a strong connection with the increase in MSME sales. The values of honesty, transparency, trustworthiness, and polite communication contribute to building consumer trust that drives purchases repeat purchases and the formation of customer loyalty. The use of social media, marketplaces, and strategies for digital promotions conducted ethically not only expand market reach but also strengthen the business reputation in the digital economy ecosystem. However, the aspect of declaring product halalness, avoidance of usury, and clarity of promotional claim boundaries remains not yet fully conveyed explicitly in the interview results conducted, so that the information received by consumers still has the potential to create unclear perceptions. This indicates that the implementation of Islamic Business Ethics has not been fully optimal. In addition this study has limitations because most data were obtained through interviews online, so contextual validation in the field has not been fully maximal. These shortcomings are important notes for future research to conduct more direct observations that are in-depth to obtain a more comprehensive picture of the consistency of the application of Islamic Business Ethics in the practice of digital marketing for MSMEs.

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