

# **STRATEGIC DIGITAL MARKETING FOR MICRO, SMALL, MEDIUM ENTERPRISES (MSME): ENHANCING COMMUNITY ENGAGEMENT AND ECONOMIC EMPOWERMENT IN ISLAMIC SOCIETIES**

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## **Abstract**

The research examines using digital platforms such as Instagram, TikTok, and WhatsApp to drive business growth, enhance community engagement, and promote economic empowerment while strictly adhering to Islamic ethical principles. Employing a qualitative case study methodology in Salon Jois Bandung, including in-depth interviews, direct observations, and document analysis, the findings reveal that aligning digital marketing strategies with cultural and religious values is pivotal for fostering customer acquisition, retention, and loyalty. The research highlights the critical role of ethical considerations in shaping digital marketing practices in culturally sensitive contexts, such as those found in Islamic societies. The case of Salon Jois demonstrates that MSMEs can effectively leverage digital platforms to build robust community connections and achieve sustainable growth, provided they carefully navigate the ethical complexities inherent in these markets. This research contributes to the existing literature on digital marketing in Islamic contexts by offering practical insights into culturally sensitive marketing practices and emphasizing the potential of digital marketing to advance the broader objectives of Islamic community development. The findings advocate for further scholarly inquiry into integrating contemporary marketing tools

with traditional Islamic values, which is crucial for the sustainable development of MSMEs in Muslim-majority regions.

**Keywords:** *Community Engagement, Digital Marketing, Economic Empowerment, MSMEs*

### **Abstrak**

Penelitian ini mengkaji penggunaan platform digital seperti Instagram, TikTok, dan WhatsApp untuk mendorong pertumbuhan bisnis, meningkatkan keterlibatan komunitas, dan mempromosikan pemberdayaan ekonomi, sambil tetap mematuhi prinsip-prinsip petika Islam. Dengan menggunakan metodologi studi kasus kualitatif di Salon Jois Bandung, termasuk wawancara mendalam, observasi langsung, dan analisis dokumen, temuan penelitian ini mengungkapkan bahwa penyelarasan strategi pemasaran digital dengan nilai-nilai budaya dan agama sangat penting untuk mendorong akuisisi, retensi, dan loyalitas pelanggan. Studi ini menyoroti peran krusial pertimbangan etika dalam membentuk praktik pemasaran digital di konteks budaya yang sensitif, seperti yang ditemukan di masyarakat Islam. Kasus Salon Jois menunjukkan bahwa UMKM dapat secara efektif memanfaatkan platform digital untuk membangun koneksi komunitas yang kuat dan mencapai pertumbuhan yang berkelanjutan, asalkan mereka dengan hati-hati menavigasi kompleksitas etika yang melekat dalam pasar ini. Penelitian ini berkontribusi pada literatur yang ada tentang pemasaran digital dalam konteks Islam dengan menawarkan wawasan praktis tentang praktik pemasaran yang sensitive secara budaya dan menekan kanpotensi pemasaran digital untuk memajukan tujuan yang lebih luas dari pembangunan komunitas Islam. Temuan ini mendorong penelitian lebih lanjut mengenai integrasi alat pemasaran kontemporer dengan nilai-nilai tradisional Islam, yang penting untuk pengembangan berkelanjutan UMKM di wilayah mayoritas Muslim.

**Kata Kunci:** *Keterlibatan Komunitas, Pemasaran Digital, Pemberdayaan Ekonomi, UMKM*

## **A. Introduction**

Islamic marketing is a growing field that examines how businesses can align their practices with Islamic principles to build trust and legitimacy among Muslim consumers. Central to Islamic marketing is the adherence to Shariah law, which governs religious practices and ethical conduct in business. Concepts such as Halal (permissible) and Haram (forbidden) are critical in guiding marketing activities, dictating what can be marketed and how it should be done.<sup>1</sup>In Muslim-majority regions, consumers expect businesses to uphold these principles, which influence their purchasing decisions and shape their perceptions of brands. The literature on Islamic marketing emphasizes that it is not merely about compliance with religious laws but about embedding ethical values such as honesty, transparency, and social responsibility into every aspect of business.<sup>2</sup> Successful Islamic marketing goes beyond legal compliance, actively engaging with the cultural and religious norms of the target audience. This approach not only meets the expectations of Muslim consumers but also contributes to the broader goal of promoting ethical business practices within the community. Islamic marketing also places a strong emphasis on social responsibility and community welfare.<sup>3</sup> Businesses are expected to contribute positively to their communities, including supporting local initiatives, providing fair wages, and ensuring that their practices do not harm the environment or society. For MSMEs, which often have close ties to their local communities,

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<sup>1</sup>Wahyu Eko Pujiyanto and Laily Muzdalifah, “Digital Marketing in Islamic Perspective: A Literature Review,” *Al-Uqud: Journal of Islamic Economics* 6, no. 2 (July 30, 2022): 247–58, <https://doi.org/10.26740/aluqud.v6n2.p247-258>.

<sup>2</sup>Moneer Hosen Alzalook, Asmuliadi Lubis, and Fadillah Mansor, “متكامل أخلاق منهج الإسلامي التسويق” Islamic Marketing: An Integrated and Ethical Approach,” *Al-Muqaddimah: Online Journal of Islamic History and Civilization* 8, no. 2 (December 21, 2020): 49–59, <https://doi.org/10.22452/muqaddimah.vol8no2.4>.

<sup>3</sup>Zuhdan Ady Fataron, “Elaborasi Green Marketing Dan Islamic Marketing Ethics (Studi Kasus UMKM Di Indonesia),” *Jurnal Ilmiah Ekonomi Islam* 8, no. 1 (February 25, 2022): 80, <https://doi.org/10.29040/jiei.v8i1.4250>.

aligning business practices with Islamic ethics is essential for building trust and fostering long-term customer relationships<sup>4</sup>.

Integrating digital marketing with Islamic marketing presents unique opportunities and challenges for MSMEs in Muslim-majority regions. While digital marketing offers powerful tools for reaching and engaging with consumers, these tools must be used to align with Islamic values and ethical standards. This intersection requires a nuanced understanding of digital marketing techniques and the cultural and religious context in which these businesses operate. The challenge for MSMEs lies in balancing the innovative and dynamic nature of digital marketing with the ethical and cultural constraints of Islamic marketing. This balance can be achieved by focusing on culturally relevant content and using storytelling and other techniques to convey messages that align with Islamic values.<sup>5</sup> This approach enhances the effectiveness of digital marketing strategies and ensures that businesses maintain their cultural integrity.

Despite the growing interest in both digital and Islamic marketing, there is a notable lack of research specifically addressing the strategies MSMEs can use to navigate the intersection of these fields. While the advantages of digital marketing for MSMEs are well-recognized, the unique challenges Islamic MSMEs face in implementing these strategies remain underexplored. This includes the need for culturally sensitive marketing practices that align with Islamic ethics and the strategies that MSMEs can employ to maintain competitive advantage while adhering to these principles. Research gaps persist in understanding how MSMEs can develop culturally sensitive marketing practices that align with Islamic ethics

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<sup>4</sup>Rudi Aldo, Agustina Mutia, and Muhammad Nazori, "Implementation of Islamic Business Ethics In Small And Medium Micro Enterprises (Msmes) In Jambi City," *Journal of Management and Business Innovations* 4, no. 02 (December 31, 2022): 47, <https://doi.org/10.30829/jombi.v4i02.12874>.

<sup>5</sup>Syafwendi Syafril and M. Fuad Hadziq, "Islamic Principles in Marketing: An Overview of Islamic Marketing Mix in Social-Media Campaign," *El-Qish: Journal of Islamic Economics* 1, no. 1 (August 17, 2021): 69–82, <https://doi.org/10.33830/elqish.v1i1.1568.2021>.

while maintaining a competitive advantage in increasingly digital marketplaces.

Moreover, the role of digital marketing in fostering community engagement and economic empowerment within Islamic societies has received limited attention. Although some studies have acknowledged the potential of digital marketing to support social and economic development, there is a need for a more detailed analysis of how these strategies can be integrated into the broader goals of Islamic community development. This study seeks to fill these gaps by examining how MSMEs within Islamic societies can strategically use digital marketing to enhance business growth, community engagement, and economic empowerment.

By focusing on the case of Salon Jois in Bandung City, West Java, this research provides insights into the practical challenges and opportunities of implementing digital marketing strategies that are both effective and aligned with Islamic values. The central question guiding this research is: How can digital marketing be strategically utilized by MSMEs within Islamic societies to foster community engagement and economic empowerment while maintaining alignment with Islamic ethical principles? By addressing this question, the study seeks to contribute to the broader discourse on the role of digital marketing in MSME development, particularly in regions where cultural and religious values are integral to business practices.

## **B. Method**

This study employed a qualitative research design to explore the role of strategic digital marketing in enhancing community engagement and economic empowerment within the context of Islamic societies, focusing specifically on Micro, Small, and Medium Enterprises (MSMEs). The research utilized a case study method, centering on Salon Jois, an MSME located in Bandung City, West Java, Indonesia. Salon Jois was chosen as the case study because it is particularly relevant as it operates within a Muslim-majority region, where Islamic values influence business practices. Additionally, Salon Jois is an MSME with a strong community

connection. It is an ideal setting for exploring how digital marketing can be leveraged to align with business and community-oriented objectives. This case offers a practical example of MSMEs' challenges and opportunities in incorporating Islamic ethical principles within digital marketing strategies.

This case study method provides an in-depth understanding of the phenomenon within its real-life context. It allows for a detailed examination of the salon's digital marketing strategies and their impacts on business growth and community engagement in an Islamic societal framework.<sup>6</sup> Primary data was collected through semi-structured interviews with the owner and manager of Salon Jois. The interviews comprised 20 open-ended questions designed to elicit comprehensive insights into the salon's digital marketing practices, the platforms used, methods of measuring success, challenges encountered, and the perceived impact on community engagement and business growth. In addition to interviews, direct observations were conducted at Salon Jois in Bandung City. These observations provided real-time insights into how digital marketing strategies are integrated into daily business operations. The observations focused on customer interactions, the practical application of digital marketing strategies, and the overall business environment, offering contextual information that supplemented the interview data. Secondary data was gathered by analyzing Salon Jois's digital marketing content, including social media posts, customer feedback, and internal marketing performance reports. This analysis provided additional context and depth to understand how the salon's marketing strategies influence customer engagement and business growth.

Several rigorous steps were taken to ensure the validity and reliability of the research instruments: 1) The interview questions were crafted based on an extensive review of the literature on digital marketing, community engagement, and MSME development within Islamic contexts, ensuring the relevance and comprehensiveness of the questions. Additionally, the interview

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<sup>6</sup>Muhammad Subhan Iswahyudi et al., *Buku Ajar Metodologi Penelitian* (PT. Sonpedia Publishing Indonesia, 2023).

guide was reviewed by experts in digital marketing and Islamic business practices to validate its effectiveness in capturing the desired information. 2) The use of multiple data collection methods—interviews, observations, and document analysis—enabled triangulation, thereby enhancing the validity of the findings by allowing for cross-verification of information from diverse sources. 3) Standardized protocols were used for conducting interviews and observations to ensure consistency across all data collection activities. All interviews were recorded and transcribed verbatim to maintain accuracy, while observations were documented in detail immediately after they occurred. 4) A pilot interview was conducted with a similar MSME outside Bandung to test the clarity and relevance of the interview questions. The feedback from this pilot was used to refine the questions, ensuring they would elicit reliable and insightful responses. 5) The thematic analysis involved coding by two independent researchers. Their initial codes were compared, and any discrepancies were discussed and resolved, ensuring reliability in identifying and interpreting key themes.

The data analysis followed a thematic approach, systematically coding interview transcripts, observation notes, and documents to identify recurring themes and patterns. The thematic analysis was chosen for its ability to produce a detailed, nuanced understanding of how digital marketing strategies contribute to community engagement and economic empowerment within Islamic societies. The analysis process was inductive, allowing themes to emerge naturally from the data, and deductive, informed by existing theoretical frameworks on digital marketing and Islamic business practices.

### **C. Results and Discussion**

This study provides an in-depth exploration of Salon Jois's strategic use of digital marketing, a Micro, Small, and Medium Enterprise (MSME) located in Bandung City, West Java, and its implications for community engagement and economic empowerment within the context of Islamic societies. The findings underscore the transformative potential of digital marketing as a

tool for business growth and fostering a deeper connection with the community, guided by principles aligned with Islamic values.

### 1. Strategic Adoption and Implementation of Digital Marketing

Salon Jois's strategic adoption of digital marketing in 2016 marks a significant milestone in its evolution as a competitive MSME within Bandung City's vibrant business landscape. The salon employs a multi-platform digital marketing strategy, leveraging Instagram, TikTok, WhatsApp, and a dedicated website to engage with its target audience, primarily local and regional consumers. A strategic assessment of market trends and consumer behavior informed the decision to adopt these platforms. The owner articulated the rationale behind this shift, stating, "We understood early on that to remain competitive and to grow our customer base, we needed to be present where our customers are most active—online. Platforms like Instagram and WhatsApp have been particularly effective in connecting with both existing and potential customers." This strategic alignment with digital platforms reflects a forward-thinking approach, recognizing the critical role of online engagement in sustaining and expanding business operations within a digital economy.

Observational data from the salon's daily operations corroborates the owner's insights. For example, the salon's Instagram account is systematically updated several times a day with a diverse range of content, including promotional offers, customer testimonials, and insights into the services provided. This approach ensures continuous engagement with the salon's audience, maintaining visibility and relevance in a competitive market. Moreover, TikTok creates short, engaging videos that showcase the salon's services and behind-the-scenes moments, further enhancing its appeal to a younger, digitally savvy demographic.

### 2. Enhancing Community Engagement and Economic Empowerment

The strategic use of digital marketing at Salon Jois has profoundly impacted community engagement and economic



empowerment, key themes aligned with the broader objectives of Islamic community development. Through its digital platforms, the salon has expanded its reach beyond its immediate geographical location, attracting a diverse clientele from Bandung City and its surrounding regions. The owner highlighted the impact of this broader engagement, stating, "Our digital marketing efforts have allowed us to reach customers who might not have otherwise known about our services. We have seen a significant increase in new clients from different parts of the city, which has been crucial for our growth." This expansion of the customer base drives economic growth for the salon and contributes to the local economy by supporting a small, community-based enterprise.

Furthermore, the salon's digital presence has facilitated deeper connections with the community by promoting values and content that resonate with its audience's cultural and religious norms. The owner emphasized the importance of this alignment, noting, "We are very mindful of the content we share online. It's important to us that our marketing reflects the values of our community. This approach has helped us build trust and loyalty among our customers." This ethical consideration in content creation aligns with Islamic principles, reinforcing the salon's role as a responsible business entity within its community.

### 3. Addressing Challenges in a Competitive Digital Landscape

Despite the success of its digital marketing initiatives, Salon Jois faces ongoing challenges, particularly in maintaining its competitive edge in a densely populated digital marketplace. The proliferation of digital platforms has intensified competition among local salons in Bandung City, many of which also leverage similar strategies to attract customers. The owner candidly addressed these challenges, stating, "The digital marketplace is crowded, and standing out is becoming increasingly difficult. We realized that it's not just about being online, but about offering something unique and meaningful to our audience." In response to this competitive pressure, Salon Jois has focused on differentiating its digital content by creating highly engaging and personalized marketing materials. The salon's use of creative tools such as TikTok, CapCut,

and VN has been instrumental in producing content that is not only visually appealing but also resonates with the audience on a personal level. The manager provided further insights into the salon's content strategy, explaining, "Our goal is to create content that goes beyond just promoting our services. We want to engage our audience with content that is entertaining, educational, and relevant to their interests. Collaborating with local influencers has also helped us reach a wider audience and build a more personal connection with our customers." This content differentiation and influencer collaboration strategy has proven effective in maintaining a strong online presence, ensuring that Salon Jois remains a preferred choice for customers amidst stiff competition.

#### 4. Ethical Marketing and Alignment with Islamic Values

A key finding of this study is the critical role of ethical considerations in Salon Jois's digital marketing strategies, particularly in the context of Islamic values. The salon's marketing practices are carefully designed to align with its community's cultural and religious norms, ensuring that the content shared is respectful and appropriate. The owner elaborated on this ethical approach: "We take great care in ensuring that our marketing aligns with Islamic values. This means being mindful of the images we use, the language we employ, and the overall message we convey. Our community trusts us to respect their values, and we see it as our responsibility to uphold that trust." This alignment with Islamic principles enhances the salon's reputation within the community. It fosters a sense of shared values and mutual respect, essential for building long-term customer relationships. Moreover, the salon's ethical marketing practices contribute to broader community engagement by promoting content that supports community values and economic empowerment. The salon actively uses its platform to highlight its own services and the importance of supporting local businesses and contributing to the community's overall well-being. This approach is consistent with the principles of Islamic community development, which emphasize the importance of ethical business practices and community solidarity.

## 5. Data-Driven Optimization of Digital Marketing Strategies

Salon Jois has adopted a data-driven approach to refining and optimizing its digital marketing strategies, leveraging analytics to gain insights into customer behavior and campaign performance. This approach has enabled the salon to make informed decisions about content creation, platform utilization, and promotional strategies. The owner discussed the role of data analytics in the salon's strategy, stating, "We closely monitor our online engagement metrics, such as likes, shares, comments, and customer feedback. This data helps us understand what content resonates with our audience and allows us to adjust our strategies accordingly. For example, if we notice that certain types of posts generate more engagement, we'll create more content along those lines." This commitment to continuous improvement through data analytics ensures that Salon Jois remains responsive to changing market dynamics and consumer preferences, optimizing its digital marketing efforts to achieve sustained growth. The salon's use of data analytics extends beyond social media metrics to include customer feedback and sales data, providing a comprehensive view of the effectiveness of its marketing strategies. This holistic approach to data-driven decision-making enhances the efficiency of marketing efforts and contributes to the business's overall strategic planning.

The results of this study demonstrate the significant impact of strategic digital marketing on enhancing community engagement and economic empowerment within the context of Islamic societies, as illustrated by the case of Salon Jois in Bandung City. The salon's success in leveraging digital platforms for business growth while adhering to ethical standards aligned with Islamic values provides a valuable model for other MSMEs operating in similar contexts. The findings highlight the importance of aligning digital marketing strategies with community values, using data-driven insights to refine these strategies, and addressing the challenges of a competitive digital landscape through innovative and differentiated content. These insights contribute to a broader understanding of the role of digital marketing in supporting the

growth and sustainability of MSMEs within Islamic communities, emphasizing the potential for these strategies to drive economic success and social and community development.

## D. Discussion

### 1. Strategic Digital Marketing and Business Growth

Salon Jois's strategic adoption of digital marketing aligns with broader trends observed in MSMEs globally. Previous studies have consistently shown that digital marketing enables small businesses to overcome geographic and economic limitations, allowing them to reach wider audiences and compete more effectively in the market. For instance, digital marketing significantly enhances MSMEs' visibility and customer reach, particularly in developing economies, where traditional marketing channels may be less effective or accessible.<sup>7</sup>The case of Salon Jois reinforces this perspective, demonstrating how platforms like Instagram, TikTok, and WhatsApp can be leveraged to attract a diverse customer base beyond the immediate locality, thereby driving business growth. Moreover, Salon Jois's data-driven approach to refining its digital marketing strategies is consistent with the findings of Iacobucci et al.<sup>8</sup>, who emphasize the importance of analytics in optimizing marketing efforts. Using customer engagement metrics to inform content creation and promotional strategies enhances the effectiveness of digital marketing campaigns and ensures that businesses remain agile and responsive to market changes. This adaptability is crucial for MSMEs operating in competitive environments, as evidenced by Salon Jois's success in maintaining its market position despite the proliferation of competitors using similar digital platforms.

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<sup>7</sup>Ade Andri Hendriadi, Betha nurina Sari, and Tesa Nur Padilah, "Pelatihan Digital Marketing Usaha Mikro, Kecil Dan Menengah (UMKM) Di Kabupaten Karawang," *J-Dinamika : Jurnal Pengabdian Masyarakat* 4, no. 2 (2019): 120–25, <https://doi.org/10.25047/j-dinamika.v4i2.1133>.

<sup>8</sup>Dawn Iacobucci et al., "The State of Marketing Analytics in Research and Practice," *Journal of Marketing Analytics* 7, no. 3 (September 7, 2019): 152–81, <https://doi.org/10.1057/s41270-019-00059-2>.

## 2. Enhancing Community Engagement Through Digital Marketing

Another key finding that resonates with existing research is digital marketing's ability to foster community engagement. Digital platforms offer MSMEs a unique opportunity to engage with their communities on a more personal and interactive level, essential for building brand loyalty and trust. This study's findings are consistent with Jihyeong's work,<sup>9</sup> who found that social media engagement is critical in building customer relationships and fostering community ties in small businesses. Salon Jois's approach to content creation, which prioritizes community-centric and culturally relevant messaging, aligns with the principles of Islamic marketing, as discussed by Mominul.<sup>10</sup> The study highlights the importance of aligning marketing practices with Islamic values to build trust and legitimacy within Muslim communities. By carefully curating content that resonates with its target audience's cultural and religious norms, Salon Jois not only enhances its appeal but also reinforces its role as a responsible business entity within the community. Furthermore, the ethical considerations embedded in Salon Jois's digital marketing practices underscore the importance of cultural sensitivity in marketing to Islamic audiences. This finding supports the work of Bukhari and Isa,<sup>11</sup> who argues that businesses targeting Muslim consumers must ensure that their marketing practices comply with Islamic law and reflect the broader cultural and ethical values of the community. Salon Jois's success in building a loyal customer base through ethical and culturally aligned marketing practices illustrates the effectiveness of this approach.

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<sup>9</sup>Jihyeong Son and Linda S Niehm, "Using Social Media to Navigate Changing Rural Markets: The Case of Small Community Retail and Service Businesses," *Journal of Small Business & Entrepreneurship* 33 (2021): 619–37, <https://doi.org/10.1080/08276331.2021.1871711>.

<sup>10</sup>Mohammad Mominul Islam, "Segmenting, Targeting and Positioning in Islamic Marketing," *Journal of Islamic Marketing* 12, no. 7 (September 2, 2021): 1385–1404, <https://doi.org/10.1108/JIMA-10-2018-0181>.

<sup>11</sup>Syeda Nazish Zahra Bukhari and S Isa, "Islamic Branding: Insights from a Conceptual Perspective," *Journal of Islamic Marketing*, 2019, <https://doi.org/10.1108/jima-02-2018-0035>.

### 3. Challenges and Strategies in a Competitive Digital Landscape

The challenges Salon Jois faces in navigating a competitive digital marketplace reflect broader trends observed in the MSME sector. The digital landscape is increasingly crowded, and the need for differentiation is more critical than ever. The study by Wang<sup>12</sup> Highlights that differentiation through unique and engaging content is essential for MSMEs to stand out in a saturated market. Salon Jois's use of creative tools like TikTok, CapCut, and VN to produce distinctive and engaging content is a practical application of this strategy, enabling the salon to maintain its competitive edge. Additionally, the collaboration with influencers as part of Salon Jois's marketing strategy aligns with findings from recent studies that emphasize the growing importance of influencer marketing in digital strategies for small businesses. Influencers can amplify a brand's message and extend its reach to new audiences, as noted by Alduraiban.<sup>13</sup> This strategy has proven effective for Salon Jois, allowing the salon to tap into new customer segments and enhance its online visibility.

However, Salon Jois's challenges are not unique, and other MSMEs in similar contexts often encounter similar barriers when trying to establish a foothold in the competitive digital marketplace. One of the primary challenges is the limited financial and human resources available to MSMEs, which can restrict their ability to invest in high-quality digital content creation or advertising. This challenge is consistent with previous research findings, such as Kraus et al.<sup>14</sup>, which indicates that limited resources often hinder

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<sup>12</sup>Rang Wang and Sylvia Chan-Olmsted, "Content Marketing Strategy of Branded YouTube Channels," *Journal of Media Business Studies* 17, no. 3–4 (October 1, 2020): 294–316, <https://doi.org/10.1080/16522354.2020.1783130>.

<sup>13</sup>Khaled Alduraiban, "Influencer Marketing as an Approach to Promote Women-Owned Micro-, Small, and Medium-Sized Enterprises (MSMEs): Kuwaiti Women's Perspective," *Journal of Human University Natural Sciences* 49, no. 6 (June 30, 2022): 87–95, <https://doi.org/10.55463/issn.1674-2974.49.6.9>.

<sup>14</sup>"Content Is King: How SMEs Create Content for Social Media Marketing Under Limited Resources," *Journal of Macromarketing* 39, no. 4 (December 20, 2019): 415–30, <https://doi.org/10.1177/0276146719882746>.

MSMEs from fully exploiting digital marketing opportunities. For MSMEs like Salon Jois, overcoming this barrier requires innovative strategies, such as leveraging free or low-cost digital tools (e.g., social media platforms and content creation apps) to create engaging content. Moreover, integrating user-generated content (UGC), such as reviews and testimonials, is another cost-effective method of increasing online engagement and building brand authenticity without significant financial investment. This aligns with Muda and Hamzah's research.<sup>15</sup>, which found that UGC can significantly enhance brand credibility and consumer trust, especially for smaller businesses with limited marketing budgets.

Another challenge Salon Jois faces, which is also common among MSMEs, is managing customer expectations in a digital space where competition is fierce and constantly evolving. Digital platforms often create an environment where consumer expectations are set high, and the demand for rapid responses and personalized interactions can overwhelm small businesses with limited staff, as noted by Shin et al.<sup>16</sup>, customer engagement in digital channels requires MSMEs to invest in personalized communication and responsive service. To address this, Salon Jois has implemented a strategy of real-time customer interaction via its social media channels, which not only boosts customer satisfaction but also fosters a sense of community.

#### 4. Implications for Islamic Community Development

The broader implications of this study for Islamic community development are significant. Integrating digital marketing with ethical business practices rooted in Islamic values exemplifies how MSMEs can contribute to economic and social

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<sup>15</sup>“Should I Suggest This YouTube Clip? The Impact of UGC Source Credibility on EWOM and Purchase Intention,” *Journal of Research in Interactive Marketing* 15, no. 3 (July 15, 2021): 441–59, <https://doi.org/10.1108/JRIM-04-2020-0072>.

<sup>16</sup>“The Effect of Digital Transformation on SMEs Using O2O Platforms: Focusing on Customer Engagement,” *Asia Pacific Journal of Information Systems* 32, no. 3 (September 30, 2022): 580–600, <https://doi.org/10.14329/apjis.2022.32.3.580>.

development within Muslim communities. This aligns with the findings of Hartini et al.<sup>17</sup>, who argue Islamic business practices can enhance social cohesion and community well-being, particularly when aligned with modern economic tools like digital marketing.

Salon Jois's approach demonstrates that MSMEs can play a crucial role in empowering communities by providing services that are not only economically beneficial but also culturally and ethically aligned with community values. The salon's success in building a loyal customer base through ethically guided digital marketing practices is a model for other MSMEs seeking to operate within Islamic contexts. This approach drives business success and fosters a sense of community ownership and support, which is vital for the sustainability of MSMEs in Islamic societies. The discussion of this study reveals that strategic digital marketing, when aligned with cultural and ethical values, can significantly enhance the growth and community engagement of MSMEs within Islamic societies. The case of Salon Jois illustrates how digital marketing can be effectively leveraged to overcome competitive challenges, build strong community ties, and contribute to broader economic empowerment. By integrating modern digital tools with ethical business practices, MSMEs can achieve sustained growth while fulfilling their social responsibilities within the community. These findings contribute to the growing body of literature on digital marketing in Islamic contexts and provide practical insights for MSMEs aiming to navigate the complexities of the digital landscape while adhering to their cultural and religious values. The implications of this study are presented in Table 1. below.

Table 1. The Key Findings of Strategic Digital Marketing Implementation in Salon Jois

Key Findings	Description	Data Interpretation	Findings Implication
<b>Strategic Adoption and</b>	Salon Jois adopted digital	The salon recognized the need	Effective adoption of digital marketing

<sup>17</sup>Suciati Hartini, Muhammad Iqbal Fasa, and Suharto Suharto, "Digital Marketing Dalam Perspektif Ekonomi Islam," *Jurnal Ekonomika Dan Bisnis Islam* 5, no. 1 (July 24, 2022): 197–206, <https://doi.org/10.26740/jekobi.v5n1.p197-206>.



<b>Implementation</b>	marketing in 2016, leveraging Instagram, TikTok, WhatsApp, and a website to engage with customers.	to align its marketing strategies with digital trends to stay competitive.	can significantly enhance an MSME's reach and relevance in a competitive market.
<b>Impact on Community Engagement and Economic Empowerment</b>	Digital marketing has expanded Salon Jois's reach, attracting a diverse clientele and contributing to local economic growth.	Digital platforms have enabled the salon to connect with a broader audience, increasing economic activity.	Through digital marketing, MSMEs can drive economic empowerment in local communities by expanding their customer base.
<b>Challenges in a Competitive Landscape</b>	The salon faces significant competition from other local businesses, requiring innovation in digital content to stand out.	High competition necessitates continuous innovation in content creation and marketing strategies.	MSMEs must focus on content differentiation and innovation to maintain a competitive edge in a crowded digital marketplace.
<b>Ethical Marketing and Alignment with Islamic Values</b>	Marketing practices are aligned with Islamic values, ensuring content is respectful and culturally appropriate.	The salon's commitment to cultural and religious values strengthens its reputation and customer loyalty.	Aligning digital marketing with community values is crucial for building trust and sustaining customer relationships in Islamic societies.
<b>Data-Driven Optimization</b>	Salon Jois uses data analytics to refine its digital marketing strategies, optimizing content and promotional efforts.	Data-driven decision-making enhances the effectiveness of marketing strategies by aligning them with customer preferences.	MSMEs can achieve sustained growth by continuously refining their marketing strategies based on data insights.

## E. Conclusions

This research examined the strategic use of digital marketing by Salon Jois, an MSME in Bandung City, West Java, and its impact on community engagement and economic empowerment within

Islamic societies. The findings indicate that platforms like Instagram, TikTok, and WhatsApp have significantly contributed to the salon's growth by expanding its customer base, enhancing retention, and fostering deeper community connections. This success is attributed to the salon's alignment of digital marketing strategies with the cultural and ethical values of the Muslim community. Ethical considerations emerged as a crucial element in the salon's marketing approach, highlighting the importance of cultural sensitivity in reaching and maintaining a loyal customer base. By adhering to Islamic values in its digital content, Salon Jois advanced its business objectives and strengthened its role as a responsible and trusted entity within the community. This ethical alignment has broader implications for MSMEs in Islamic societies, suggesting that businesses that integrate modern marketing tools with ethical principles can achieve economic success and social cohesion. The logical consequence for Islamic community development is recognizing that effective digital marketing must be rooted in ethical frameworks that respect cultural and religious norms. This research contributes to the understanding that MSMEs can play a vital role in community empowerment by using digital platforms to drive business growth and reinforce social values. This study provides insights into how digital marketing, when ethically grounded, can support sustainable business growth in Islamic contexts. The findings encourage further exploration of the intersection between digital marketing and Islamic ethics, offering practical implications for developing MSMEs in similar environments. For future research, exploring the effectiveness of specific digital tools such as Google Ads, YouTube, and emerging platforms in engaging Muslim consumers across different contexts could provide deeper insights. Additionally, investigating digital marketing strategies for MSMEs in diverse Muslim-majority regions, such as the Middle East, Southeast Asia, and North Africa, would shed light on regional variations in cultural and religious norms. Further studies could also examine the long-term effects of ethical digital marketing on brand loyalty and consumer trust in MSMEs.

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