



Build Ethical Digital Marketing According to Islamic Business Ethics Perspective: Beyond Profit

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Article Info	Abstract
Article history: Received July 11, 2025 Revised August 12, 2025 Accepted October 22, 2025 *Corresponding author email: aldamahrani87@gmail.com Keywords: Islamic Business Ethics, Digital Marketing, Sharia-Based Marketing	The development of digital technology has significantly transformed the landscape of marketing into a faster, broader, and highly competitive domain. However, these changes often lead to a marketing practice that prioritizes profit alone and tends to ignore ethical boundaries. This study explores digital marketing practices from the lens of Islamic business ethics, particularly highlighting the values of honest (ʃidq), justice (ʻadl), and social responsibility (amanah). Using a qualitative approach through library research and thematic content analysis, this paper identifies gaps in the integration of Islamic ethical values into digital marketing practices. Findings show that Islamic business ethics offers a normative framework to ensure not only financial success but also social and spiritual value. This paper also presents examples of marketing practices that contradict ethical standards, such as misleading advertising and consumer manipulation, and suggests ways to apply sharia-based marketing principles in the digital era.
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INTRODUCTION

Development technology information has change landscape global business, including practice current marketing transform become All digital, fast, and competitive. Digital marketing is the main strategy in reach consumers, promoting products, as well as build image brand in a way instant through various online platforms.¹ However, behind progress this, various things also appeared challenge ethical like *misleading advertising*, manipulation review consumers, and exploitation of personal data. Practices kind of this potential ignore moral principles in business, in particular for perpetrator demanded Muslim endeavors operate activity the economy in accordance sharia values.

Doing Business in Islam no only achievement-oriented profit, but also uphold tall blessings (*baraka*), justice, and usefulness social. Values ethics in Islam such as honesty (*sidq*), justice (*adl*), and responsibility answer social (*trust*) becomes foundation important in every interaction economy, including in marketing.² Unfortunately, the integration principles ethics Islamic business to in practice digital marketing is still is considered minimal and not yet structured in a way conceptual and practical.

A number of formulation problems that need to be addressed answered in study this among others:

1. How principles ethics Islamic business can implemented in digital marketing strategy?
2. Anything challenges and opportunities implementation sharia values in ecosystem digital marketing today this?
3. Why approach ethics Islamic business still Not yet integrated in a way wide in digital marketing practices , especially among Muslim MSMEs?

With answer questions this research this expected can give contribution academic and practical in bridging the world of digital marketing with values ethical and spiritual Islam, as form real from “Beyond Profit” concept.

METHOD

Study this use approach qualitative descriptive with method studies library research approach this chosen Because allows researchers for delve into values normative and principles ethics Islamic business that is not can measured in a way quantitative, but important for analyzed in a way contextual and interpretive in practice contemporary digital marketing. Data sources in study this obtained from primary and secondary literature, including: Al-Qur'an and Hadith as runway main mark Islamic ethics, works of classical and contemporary scholars related ethics business, books academic, articles journal scientific, as well as report case latest relevant with digital marketing practices, especially among perpetrator Muslim business.

¹ Nurhajjah Zulfa and others, 'Konsep Maqashid Syariah Dalam Praktik Strategi Pemasaran Tiktok Dengan Landasan Etika Bisnis Islam', *Journal of Accounting, Management, Economics, and Business (ANALYSIS)*, 2.1 (2024), pp. 69–85.

² Yudha Nur Imron and Ely Masykuroh, 'Implementasi Etika Bisnis Islam Pada Pemasaran Marketplace Shopee', *Journal of Economics, Law, and Humanities*, 2.1 (2023), pp. 1–17.

Criteria inclusion literature in study This covering Relevance with topic ethics Islamic business and digital marketing as well Credibility and authority source. Analysis done with approach **thematic**, grouping information based on three theme main: *ṣidq*, *ʿadl*, and *amanah*, then synthesized in a way narrative so that it can compared to with reality current digital marketing practices.

RESULT AND DISCUSSION

A. Understanding Islamic Business Ethics

Ethics in general can interpreted as behavior in demand or actions somebody and group society that has accustomed and always done in activity his life, in matter values and norms. Meanwhile Business can interpreted as something activities carried out by humans for get income, income, and fortune in frame fulfil needs and wants his life with method manage source power economy in a way effective and efficient.³

Islamic business ethics is morals in operate business in accordance with Islamic values, so that in carry out his business no need there is worry, because already believed as something that is good and right. Ethical, moral, moral values or morals is values that drive man become a complete person. Like honesty, truth, justice, freedom, happiness and love love. If mark ethics this implemented will perfect essence man completely. Everyone can have a set knowledge about value, but knowledge that directs and controls the behavior of Muslims only there are two, namely the Al-Quʿran and the Hadith as source all values and guidelines in every joints life, including in business .⁴

B. Principles of Islamic Business Ethics and Their Relevance in Digital Marketing

Digital Marketing is activity marketing, including branding, which utilizes internet-based media such as blogs, websites, email, online advertising (*AdWords*), and social media. The goal is expand function marketing traditional through technology information. *Digital marketing* related close with draft *e-marketing*, *interactive marketing*, and *one-to-one marketing*, as well measured from to what extent the product become material conversation public. For the perpetrators Muslim business in Indonesia, development *digital marketing* must still customized with Islamic sharia principles. Marketing must based on intention of worship, prioritizing welfare together, and avoid interest personal or group.⁵

Islamic business ethics is system sourced values from the Qur'an and Hadith, which guide Muslims in operate activity economy in a way right and moral. In context business, Islamic ethics do not only play a role as a social norm, but also as a form of worship that has dimensions hereafter.⁶ Principles main like *ṣidq* (honesty), *ʿadl* (justice), and *amanah*

³ Abdul Ghafur, 'Business Ethics in an Islamic Perspective', *Iqtishodiyah: Journal of Islamic Economics and Business* , 4.1 (2018).

⁴ Moehammad Robith Nahdi and Imam Mukhlis, 'Principles of Business Ethics in Digital Marketing: Literature Review', *Journal of Management and Business Studies* , 10.2 (2023), pp. 188–97.

⁵ Ai Rahmawati and Khoirul Ibad, 'ANALYSIS OF MSME MARKETING STRATEGIES IN THE DIGITAL ERA FROM A SHARIA ECONOMIC PERSPECTIVE', *Jurnal Ekonomi Syariah* , 1.1 (2024), pp. 12–17.

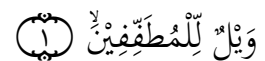
⁶ Ghafur.

(responsibility answer) not just mark abstract, but must translated to in element technical modern digital marketing such as content, advertising, social media interactions, and algorithm conversion.⁷

1. Honesty (*ṣidq*) and Transparency in Digital Content

In Islam, honesty is fundamental principles in all transactions. In the context of digital marketing, honesty reflected from content that is not misleading, explanation accurate products, as well as use authentic testimonials.⁸

Allah SWT said :



" Woe to those who cheat in (measure and weight)." (QS. Al- Muthaffifin : 1)

This verse in a way general speak about fraud in scales, however its meaning can expanded to all form dishonesty in transaction covers presentation information product in a way what existence, no exaggerated, and not misleading. Practice like advertisement fake, testimonials fictitious, and clickbait is form deviation from mark *ṣidq*.

Example practice No ethical:

Many actors businesses on e-commerce platforms such as Shopee or Tokopedia use Photo products that are not in accordance with fact or manipulate ratings through purchase review fake (*fake review*). Practice this no only harm consumers, but also contradictory with principle *ṣidq* and forbidden in sharia Because including fraud (*gharar*).

Example practice ethical:

Marketplaces like Evermos apply system verification halal products and transparency content. Product displayed with description honest, photo original, and real-time reviews of users, according to with principle *ṣidq* in Islam.

2. Justice ('*adl*) in Digital Market Relations

Justice in Islamic business refers to proportional and non-discriminatory treatment . harm any party . In digital marketing practice, justice can measured through:

- Compliance between advertising and products,
- Do not do campaign black to competitors,
- No exploitation platform algorithm for drop competitors (*black hat SEO*).

⁷ Eny Latifah and Rudi Abdullah, 'Islamic Business Concept: Objectives, Characteristics and Principles', *JIDE: Journal of International Development Economics* , 2.02 (2023), pp. 133–52.

⁸ Kristianto Dwi Estijayandono, 'Business Ethics of Online Buying and Selling in an Islamic Perspective', *Journal of Islamic Economic Law* , 3.1 (2019), pp. 53–68.

The Word of Allah SWT:

إِنَّ اللَّهَ يَأْمُرُ بِالْعَدْلِ وَالْإِحْسَانِ ... ﴿٩٠﴾

" Indeed, Allah commands (you) to act fair and just goodness ..." (QS. An-Nahl: 90)

Justice is foundation in relation business so as not to there is injured party in a way no proportional.

Violation cases:

Several big brands utilise system social media algorithms for lower exposure competitors (shadow banning), or even launch *comparative advertising* that is not honest.

Ideal practice: Wardah Cosmetics, one of the local brands based Islamic values, known put forward message educational and promotional that is not drop competitors. They use approach *value-based marketing* that is fair and respectful diversity consumers.

3. Social Responsibility (*trust*) in Digital Promotion

In Islam, the perpetrator business no only responsible answer to consumers, but also to society and the environment.⁹ In digital marketing, responsibility answer social includes:

- Do not distribute damaging information,
- Avoid exploitation issue sensitive for promotion,
- Give constructive education.

Allah SWT said:

كُلُّ نَفْسٍ بِمَا كَسَبَتْ رَهِينَةٌ ﴿٣٨﴾

"Every soul responsible answer on what has been what he did." (QS. Al- Muddatsir: 38)

This verse show that every individual will asked accountability on his actions. In the context of digital marketing, the perpetrator business responsible answer on the message they spread, their influence arise, and the systems that they wake up. So, trustworthy become moral foundation in form a healthy and civilized digital ecosystem.

Example Implementation:

Several sharia platforms such as Hijup and Halalcorner no only sell products, but also

⁹ Aldi Muhtadi Billah, 'Strategi Pemasaran Melalui Media Sosial Dan Pameran Online Untuk Meningkatkan Penjualan Ekspor Perspektif Etika Bisnis Islam (Studi Kasus Pada CV. Palem Craft Jogja)', 2021.

educate consumer about style halal living through social media content, webinars, and online communities. This reflects *trust* to public wide.

C. Islamic Business Ethics into in Digital Marketing Strategy

In order for the principle *ṣidq*, *ʿadl*, and *amanah* truly implemented in digital marketing, actors business need:

- Developing guidelines sharia-based digital ethics,
- Conducting a content audit in a way periodically,
- Practice team marketing to understand the boundaries of halal and haram promotion

In addition, integration this also requires support from the regulator to build a healthy and fair digital ecosystem, through digital halal certification, protection sharia consumers, and education public.¹⁰

D. Challenges and Opportunities Implementation of Islamic Business Ethics in Digital Marketing

Implementation values ethics Islamic business in digital marketing is faced with several challenge main.¹¹ First, still low sharia literacy among perpetrator businesses, especially MSMEs, make many promotional strategies done in a way pragmatic without consider aspect ethical. Second, not yet availability guidelines practical or regulations specifically regulating Sharia-based digital promotion causes gap between ideal values and practices real. Third, dominance neutral global digital algorithms and systems mark often push behavior manipulative competition for promotion performance sale.

However thus, there are opportunity big in integrate Islamic ethics in digital marketing ecosystem. Increasing awareness Muslim consumers towards halal products, value honesty and transparency open room for brands to build differentiation based value. Sharia digital platforms such as Evermos, as well as campaign digital preaching by the perpetrator Muslim business, to become example positive that principle *sharia compliance* in digital marketing is not only idealistic, but also relevant and competitive in the modern era.

E. The reasons why Islamic Business Ethics are still Not yet integrated in a way wide in digital practices

One of reason main why approach ethics Islamic business yet lots integrated in digital marketing practices are because still dominant orientation profit term short (*profit-oriented*) among perpetrator business. Many actors business, especially MSMEs, has not own access to literature and training about Sharia-based digital ethics. In addition, the lack of support from institution education, regulators, and digital platforms in provide guide applicable ethics make values like *ṣidq*, *ʿadl*, and *amanah* not yet become consideration

¹⁰ Nurul Fadila, 'Sinergi Pemerintah Dan Lembaga Keuangan Syariah Dalam Peningkatan Literasi Ekonomi Islam', *Jurnal Ekonomi Islam*, 3.1 (2025), pp. 56–86.

¹¹ Tri Mutia and others, 'Tantangan Dan Peluang Etika Bisnis Islam Dalam Strategi Pemasaran Pengusaha Muslim Kota Jambi Di Era Digitalisasi', *Maro: Jurnal Ekonomi Syariah Dan Bisnis*, 7.2 (2024), pp. 196–202.

main in marketing strategy.¹² Challenge this aggravated with influence global digital culture that tends to neutral value, even sometimes push practice competitive that ignores integrity.

CONCLUSION

Transformation digital technology has bring impact big in the world of marketing, it is possible more interaction fast, wide and efficient between perpetrator businesses and consumers. However, progress this is also accompanied by with various challenge ethical, such as distribution information fake, manipulation reviews, and exploitation psychological consumers. In the context of this, ethics Islamic business is present as solution normative which is not only organize connection business in a way fair and honest, but also balancing material and spiritual aspects.

Study this show that implementation principle honesty (*sidq*), justice (*'adl*), and responsibility answer social (*trust*) in digital marketing strategy is very relevant for create ecosystem sustainable and dignified business. Islamic business ethics do not only give limitation on manipulative practices, but also constructive runway strong belief between perpetrator businesses and consumers.

Success digital marketing in Islamic perspective does not solely measured from size profit financial, but from how far the process is bring benefits, blessings, and the pleasure of Allah SWT.¹³

PRACTICAL RECOMMENDATIONS:

1. Sharia Digital Ethics

Education: Actors businesses, especially Muslim MSMEs, need to given training periodically about principle ethics Islamic business in digital marketing.¹⁴

2. Creating Digital

Marketing Ethics Guidelines: Institutions religious and academic can collaborate for compile guidelines ethics promotion practical and easy sharia-based accessed.

3. Digital Halal

Regulation and Certification: Governments and regulators need to develop halal certification for digital content and e-commerce platform based Islamic values.

4. Strengthening the Sharia Marketplace:

Support against platforms such as Evermos or Hijrahfest need expanded as alternative marketplace based on Islamic ethics.¹⁵

¹² Nabila Anjani, 'Strategi Pemasaran Halal Untuk Meningkatkan Daya Saing Produk Syariah Di Pasar Global', *Journal of Islamic Finance and Economics*, 2.02 (2025), pp. 129–34.

¹³ Hilda Monoarfa and M E Juliana, *Falsafah Dan Praktik Bisnis Islami: Dari Rasulullah Hingga Era Digital* (Ranka Publishing, 2025).

¹⁴ Shintya Halimatus Sa'diyah and Ali Pangestu, 'IMPLEMENTATION OF ISLAMIC BUSINESS ETHICS IN MARKETING OF UMKM PRODUCTS FOLLOW US', *Jurnal Syarikah: Jurnal Ekonomi Islam*, 9.2 (2023), pp. 336–50.

¹⁵ Rahmawati and Ibad.

5. Synergy Preaching and Business:

Content marketing should not only be nature promotion, but also contains market education and preaching for blessings and benefits more wide.

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