



Optimization of Digital Marketing Strategies in Increasing the Competitiveness of Msmes in Lampung According to Sharia Economic Law

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Keywords:

MSMEs, Digital Marketing Strategy, Sharia Economy, Lampung, Competitiveness

Abstract: This research aims to analyze and evaluate how optimizing digital marketing strategies can increase the competitiveness of Micro, Small and Medium Enterprises (MSMEs) in Lampung within the legal framework of sharia financial economics. In the current digital era, the use of digital marketing strategies is crucial in reaching a wider market and increasing business competitiveness. MSMEs in the culinary sector have an important role in the Lampung economy, which often faces challenges in expanding markets and increasing competitiveness. Culinary MSMEs in Lampung have a great opportunity to increase their competitiveness through digital marketing strategies, such as using social media, websites and mobile applications to increase visibility and market access. However, for MSMEs operating under sharia principles, there are special challenges in implementing this strategy so that it is in line with sharia values. This research uses a qualitative approach with literature studies and in-depth interviews with MSMEs in Lampung who apply sharia principles in their operations. The research results show that optimizing digital marketing strategies in the sharia context does not only involve choosing channels and promotion techniques that are halal and good, but also requires a deep understanding of the values held by the Muslim target market. This includes clarity in conveying product information that is halal, transparent and trustworthy. Apart from that, this research also found that the application of sharia principles in digital marketing can increase the trust of Muslim consumers, which in turn, strengthens the competitiveness of MSMEs in Lampung.

Vol. 2, No. 1, (2025)

DOI: <https://doi.org/10.47352/3032-503x.90>

INTRODUCTION

MSME is the abbreviation of Micro, Small and Medium Enterprises. This term refers to a category of businesses based on their size and capacity. The following is a brief understanding of each type of MSME: Micro Business: This is a small scale business which usually has a very limited number of employees, often only one or a few people. Micro businesses usually start with very limited capital and often grow from home businesses. Small Businesses: Small businesses are slightly larger in scale than micro businesses, with a larger number of employees and usually have a more structured organizational structure. Even though they are larger than micro businesses, small businesses still have limited capital and resources. Medium Enterprises: Are businesses on a larger scale than small businesses, with a larger number of employees, higher revenues, and often have better access to resources and markets. Medium-sized businesses usually have a more complex

organizational structure and can compete in a wider market. MSMEs play an important role in the economy because they are the main contributors to economic growth, job creation and poverty alleviation. In many countries, MSMEs are also considered the backbone of the economy because of their contribution to inclusive and sustainable economic growth. Therefore, many support programs and policies have been implemented by the government and other institutions to support the development of MSMEs.

Digital marketing refers to the use of digital channels, platforms and technologies to promote products or services to target audiences. This includes a variety of online marketing tactics, including but not limited to Search Engine Optimization (SEO): Optimizing a website's content and structure to increase visibility and ranking in search engine results pages (SERPs). Search Engine Marketing (SEM): Using paid advertising on search engines such as Google or Bing to drive traffic to a website through paid search listings (Panjaitan et al., 2024). Content Marketing: Create and distribute valuable and relevant content to attract and engage target audiences, with the goal of driving profitable customer action. Social Media Marketing: Leveraging social media platforms such as Facebook, Instagram, Twitter, LinkedIn and others to connect with audiences, build brand awareness and promote products or services. Email Marketing: Sending targeted messages or campaigns to a list of subscribers or subscribers via email to nurture leads, drive sales, or maintain customer relationships. Influence Marketing: Partnering with influential individuals on social media or other online platforms to promote products or services to their followers. Affiliate Marketing: Partnering with affiliates or publishers who promote products or services in exchange for commissions on sales generated through their referral efforts. Mobile Marketing: Marketing efforts aimed specifically at reaching audiences on mobile devices, such as mobile-optimized websites, mobile apps, or SMS (text message) marketing. Video Marketing: Using video content to promote products or services, engage audiences, and build brand awareness, often through platforms such as YouTube, TikTok, or Instagram. Data-Driven Analytics and Marketing: Leverage data and analytics tools to track, measure, and analyze marketing campaign performance, and make data-driven decisions to optimize future strategies. Digital marketing offers businesses a cost-effective way to reach and interact with their target audience, enabling precise targeting, real-time interactions and measurable results. It continues to evolve with technological advances and changes in consumer behavior, offering new opportunities for businesses to connect with their customers online.

Sharia economics in MSMEs refers to the application of Islamic economic principles in their operations and management. Islamic economic principles or sharia cover various aspects, including the prohibition of *riba* (interest), the prohibition of *maysir* (gambling), fairness in transactions, and an emphasis on social justice. The following are several examples of the application of sharia economics in MSMEs: Sharia financing, MSMEs can access financing that is in accordance with sharia principles, such as *mudharabah* (profit sharing) or *murabahah* (buying and selling with a set profit) financing (Aryani et al., 2023). This financing is usually interest-free and based on the principle of fairness for all parties involved. Sharia Law Compliance, MSMEs are expected to comply with sharia principles in all aspects of their operations, including transactions, production and marketing of products. This includes a ban on practices deemed inconsistent with Islamic principles, such as the sale of alcohol or gambling-related products. Ethical Marketing, MSMEs can implement marketing strategies based on Islamic values, such as honesty, transparency and product quality. They can promote their products or services by considering the public interest and providing clear benefits to society. Sharing of Profits and Risks, MSMEs that operate in accordance with sharia principles usually apply the principle of fair distribution of profits and risks between business owners and other parties involved in transactions or investments. Responsible Financial Management, MSMEs are expected to manage their finances wisely in accordance with sharia principles, including avoiding usury and excessive speculation. The application of sharia economics in MSMEs does not only include financial aspects, but also involves Islamic values and principles

in daily operations. This not only helps MSMEs to operate ethically and responsibly, but also adds value in running a sustainable business and benefits society as a whole.

As a province rich in culinary diversity, Lampung has great potential to increase its visibility and attractiveness through the implementation of smart and innovative digital marketing strategies. In an era where internet access is increasingly widespread and social media users continue to grow, digital marketing has become one of the main tools in promoting culinary destinations. By utilizing platforms such as websites, social media, mobile applications and online ordering platforms, culinary industry players in Lampung can reach a wider and more diverse audience, both local and international.

Apart from that, culinary optimization also requires an integrated approach between the use of digital technology and innovation in presentation, service and customer experience. By combining local culinary traditions with modern elements, Lampung can create added value that differentiates it in an increasingly competitive culinary industry. A holistic approach that combines digital marketing strategies and culinary optimization will help Lampung strengthen its image as an attractive and competitive culinary destination.

Research related to this article has been conducted previously, including research conducted by Moh. Ramin, this study aims to summarize various marketing strategies that can assist MSMEs in optimizing resources and reaching a broader market. These strategies include market segmentation, market research, brand building, digital marketing, partnerships and collaborations, special offers, excellent customer service, and continuous evaluation and adaptation. By effectively implementing these marketing strategies, MSMEs can strengthen their position in the market, increase sales, and achieve sustainable growth. This research provides practical guidance for MSMEs to develop the right marketing strategies to address challenges and capitalize on opportunities in the dynamic business environment. Another study by Anggia Nurulita, the results indicated that the business strategy employed by bamboo craft MSMEs in Binjai City is consistent with Islamic economic principles. The strategy derived from the SWOT analysis is the SO strategy, which focuses on capitalizing on market opportunities and optimizing strengths for product development. This research offers insights into how the creative economy can drive MSMEs and enhance community income, as well as how business strategies can be aligned with Islamic economic values to achieve sustainable success. The questions that will be answered in this article are how to optimize digital marketing strategies in Lampung to increase the competitiveness of MSMEs in Lampung according to Sharia Economic Finance law?

METHODS

Research is a type of descriptive research using qualitative methods. This method is useful when explaining a social phenomenon that cannot be explained quantitatively. However, the disadvantage of this method is that the research results are limited in the data that can be obtained and the researcher's experience. Data collection technique used in this research is literature analysis. The data sources used in this research are academic literature, such as books, scientific journals, papers and related articles from trusted sources. The findings are then analyzed by linking several theories with the information obtained so as to reach conclusions from the research.

RESULTS AND DISCUSSION

Digital marketing has been regulated by Fatwa NO: 1 44/DSN-MUI/XII/2021 concerning *Marketplace* based on sharia principles. This fatwa touches on the issue of buying and selling through information technology which has developed in society, including the use of *Marketplace platforms*. Therefore, researchers can relate this fatwa to digital marketing. *Marketplace* (lokapasar) is a platform used as a means of communication for electronic trading business transactions. The important points in the fatwa on the characteristics of *Marketplace services* include; a) Traders and *Marketplace Providers* enter into agreements electronically to offer and sell goods and/or services belonging to Traders; b) *Marketplace Providers* prepare various promotional media, and offer goods and/or

services provided by Merchants; c) Customers purchase goods and/ or services at prices determined by the *Marketplace Provider* (based on agreement with the Merchant).

Apart from that, several risks of sharia violations were found in digital marketing, such as fraud, price mark- ups that far exceed the original value, or transaction methods using credit cards which fall into the usury category. Offline buying and selling activities are no less different. However, with digitalization it can become more transparent because transaction activities are connected to algorithms. So, digitalization in marketing can reduce the risk of moral hazard in buying and selling (Liu, M., Brynjolfsson , E., Dowlatabadi , J., 2018).

Kabupaten/Kota	Usaha Mikro		Usaha Kecil		Usaha Menengah		Jumlah Usaha	
	2020	2021	2020	2021	2020	2021	2020	2021
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Lampung Barat	245	1 638	105	105	4	4	354	1 747
Tanggamus	186	186	-	-	-	-	186	186
Lampung Selatan	701	701	-	-	-	-	701	701
Lampung Timur	389	425	122.00	122	-	-	511	547
Lampung Tengah	795	795	1.00	1	-	-	796	796
Lampung Utara	330	423	30.00	30	4	4	364	457
Way Kanan	599	725	229	103	12	12	840	840
Tulang Bawang	23	23	-	-	-	-	23	23
Pesawaran	422	460	58	20	2	2	482	482
Pringsewu	331	1 891	40	40	2	2	373	1 933
Mesuji	350	250	41	41	1	1	292	292
Tulang Bawang Barat	179	179	-	-	-	-	179	179
Pesisir Barat	68	429	-	-	-	-	68	429
Bandar Lampung	116 590	116 615	1 900	1 875	43	43	118 533	118 533
Metro	22 840	23 186	926	580	88	88	23 854	23 854
Lampung	143 948	147 926	3 452	2 917	156	156	147 556	150 999

Table 1. Number of Micro, Small and Medium Enterprises (MSMEs) by Regency/City in Lampung Province 2020 and 2021

Source: Lampung.bps.go.id

Table This shows the statistics of MSMEs in Lampung in the period 20 20 to 2021. Meanwhile, the number of MSMEs in Lampung Province as of December 31 2022 was 192,234 MSMEs. This number has increased by 41,235 MSMEs from 2021 data which amounted to 150,999 MSMEs (Admin Reality Lampung.com, 2023). Then in 2023 Lampung Governor Arinal Djunaidi said, currently there are 273,457 MSME business units in Lampung Province. Of that number, 263,778 units are micro-scale businesses, 9,303 units are small-scale businesses, and 376 units are medium-scale businesses (Admin Reality Lampung.com, 2023).

One of the problems faced by MSMEs in Lampung based on data from BPS is marketing difficulties. However, in 2021, the use of the internet in marketing will increase by 2.34%. A significant difference can be seen from 2021 to 2022, the increase in the number of MSMEs has increased to 21.45%. When we enter 2023 the number will increase even more with a percentage of 29.7%. With this it can be assumed that with digital marketing can have a positive influence on micro, small and medium business units.

Competing to be more advanced is a concept that encourages individuals or groups to continue to improve their quality, achievements or accomplishments. This can happen in various areas of life, such as education, career, business, sports or personal development. Competing to be more advanced can be a driving force for the progress of individuals, groups and society as a whole. However, it is important to remember that the ultimate goal of competing is not only to achieve personal victory, but also to contribute to collective progress and prosperity. One of the verses of the Qur'an that is relevant to the concept of competing to be more advanced is in Surah Al-Maidah (5:48):

وَأَنْزَلْنَا إِلَيْكَ الْكِتَابَ بِالْحَقِّ مُصَدِّقًا لِمَا بَيْنَ يَدَيْهِ مِنَ الْكِتَابِ وَمُهَيْمِنًا عَلَيْهِ فَاحْكُم بَيْنَهُم بِمَا أَنْزَلَ اللَّهُ وَلَا تَتَّبِعْ أَهْوَاءَهُمْ عَمَّا جَاءَكَ مِنَ الْحَقِّ لِكُلِّ جَعَلْنَا مِنْكُمْ شُرْعَةً وَمِنْهَا جَايِلُونَ شَاءَ اللَّهُ لَجَعَلَكُمْ أُمَّةً وَاحِدَةً وَلَكِنْ لِيَبْلُوَكُمْ فِي مَا آتَاكُمْ فَاسْتَبِقُوا الْخَيْرَاتِ إِلَى اللَّهِ مَرْجِعُكُمْ جَمِيعًا فَيُنَبِّئُكُم بِمَا كُنتُمْ فِيهِ تَخْتَلِفُونَ ٤٨

Meaning: "We have sent down the holy book (Al-Qur'an) to you (Prophet Muhammad) with (bringing) the truth as justification of the revealed books before and as the guard (ref truth towards him). So, decide (the case) for them according to the rules revealed by Allah and do not follow their desires by (abandoning) the truth that has come to you. To every people among you We give rules and a clear path. Had Allah willed, He would have made you one people (only). However, Allah wants to test you regarding the gifts He has bestowed on you. So, compete in doing good. Only to Allah will you all return, then He will tell you what you have been disputing about." (QS. Al Maidah: 48)

The explanation of this verse is that Allah SWT has sent down the Qur'an as guidance and guidance for humans. This verse emphasizes that Allah SWT provides clear rules and paths for every people, and He gives freedom to embrace religion to whom He wishes.

In the context of competing to be more advanced, this verse shows that every community is given clear rules and paths to compete in virtue. Competing to be more advanced in goodness, whether in seeking knowledge, improving oneself, doing good to others, and carrying out God's commands is something that is recommended in Islam. However, in competing, it is important to stick to the truth and stay away from desires that can divert you from the right path.

عَنْ أَبِي هُرَيْرَةَ، قَالَ: قَالَ رَسُولُ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ: "الْمُؤْمِنُ الْقَوِيُّ خَيْرٌ وَأَحَبُّ إِلَى اللَّهِ مِنَ الْمُؤْمِنِ الضَّعِيفِ وَفِي كُلِّ خَيْرٍ، احْزِرْ مَا يَنْفَعُكَ وَاسْتَعِنْ بِاللَّهِ وَلَا تَعْجِزْ، وَإِنْ أَصَابَكَ شَيْءٌ فَلَا تَقُلْ: لَوْ أَنِّي فَعَلْتُ كَانَ كَذَا وَكَذَا، وَلَكِنْ قُلْ: قَدَّرَ اللَّهُ وَمَا شَاءَ فَعَلَ، فَإِنَّ لَوْ تَفْتَحُ عَمَلَ الشَّيْطَانِ

Meaning: From Abu Hurairah Radhiallahu 'anhu, he said, Rasulullah shallallahu 'alaihi wa Sallam said: "A strong believer is better and more loved by Allah than a weak believer, but in both there is goodness. Strive to achieve what is beneficial for you, and ask Allah for help, and do not feel weak. And if there is a situation befall you, do not say, 'If only I had done such and such, then this and that would have happened', but say, 'Allah has determined and done what He willed', because the words 'if' open the door (action) devil." (HR. Muslim)

The development of people's lifestyles continues to change over time. Most Indonesian people, especially the millennial generation, tend to be hedonistic in their daily lives, especially with online shopping activities. Digital marketing is a medium or way to market the products we sell online or internet-based, either through digital advertising, social media, or online shop applications such as those currently available, namely Shopee, Tokopedia, and Lazada (Syamil Fatih, Esa Fadillah Kurniawan, Nawal Shofwah Maulidiah and Karin Fortuna, 2023).

The digital economy emerged and grew along with the increasingly widespread use of Information and Communication Technology throughout the world. Global economic history has experienced four important periods in human development, namely the agricultural era, the post-industrial revolution era with machines, the oil hunt era, and the era of multinational corporate capitalism. The previous four economic waves were more exclusive and could only be accessed by certain elite groups. However, the digital economy comes with more inclusive characteristics, with opportunities that are more equal and accessible to more people (Sindy Lita Kumala, 2021).

Soo to keep up with the times, Paid Promote or what could be called paid promotional services is the right strategy for promoting in this current era. MSME opportunities must be seen from increasing technology and information. With technological developments and information,

especially the internet, then all information related to halal MSMEs can be known and disseminated through the media without knowing the boundaries of space and time. This also opens up online marketing space (*market place*) as well as through various social media and other platforms (Pujiyono, A., 2018).

Lampung is one of the provinces in Indonesia which has its own characteristics in the context of local business and culture. Despite having great economic potential, MSMEs in Lampung often face challenges in marketing their products and services. Thus, implementing a digital marketing strategy is very important to help MSMEs in Lampung reach a wider market and compete effectively with other business players.

One of the most effective marketing strategies today is a marketing strategy carried out using digital tools (digital marketing). Key elements of a marketing strategy in the digital era include: Expanding Consumer Reach, ease of use, faster message delivery, relatively lower costs compared to offline marketing, Faster return on investment. This capital includes advertising and marketing costs.

The development of the world of marketing in the current technological era is increasingly rapid in economic activity. Almost all levels of society have started to look at digital platforms for shopping his needs. Of course this has a good impact on the development of MSME players who are already using digital marketing in marketing its products. This will encourage other MSME players to quickly adapt to technological developments in order to compete in the market. If MSMEs do not improve their marketing, the business they manage will not last long considering the massive technological developments (Faisal Hamdani Harahap, Iqbal Fahri Tobing, Muhammad Suhaimi and Maryam Batubara, 2023).

According to the Law of the Republic of Indonesia Number 24 of 2019 concerning the Creative Economy Article 9 the Government and/or Regional Government is responsible for developing the Creative Economy Ecosystem. Article 10 Development of the Creative Economy Ecosystem is carried out through: a) research development; b) educational development; c) facilitation of funding and financing; d) provision of infrastructure; e) marketing system development; f) providing incentives; g) facilitation of intellectual property; and h) protection of creative output (KemenhumkamRI, 2019). From the provisions of the law contained in Article 10 letter F, namely the development of a marketing system, in this digital era, marketing strategies are carried out through social media and online. Several strategies are possible used to enter further into the digital economic ecosystem MSME Marketing in the Digital Era:

First, Influencers. The marketing strategy of hiring *influencers* is one of the most popular trends in the digital era. And without the influence of the influencer himself and his creativity in promoting products/services. *Second, Social Media Advertising*. Social media is not just about photos showcasing products and services. Social media is also a forum for MSME entrepreneurs to advertise and connect directly with *the Marketplace* / business website. Social media advertising works by reaching social media users who don't or already know about MSME businesses. *Third, Google My Business*. Google My Business is a handy feature that gives consumers easy access to comprehensive business information. This information includes the company website, working hours, address, and consumer comments regarding MSME products. Google My Business allows your MSME business to be automatically found on Google Maps.

Fourth, Search Engine Marketing (SEM). SEM is an online marketing strategy for search engines such as Yahoo Search, Bing, Google, and Yandex. Google is the most famous and frequently used search engine. *Fifth, Email Marketing*. Generally, marketing emails are emails sent to consumers regarding MSME business information. This information includes promotions, discount sales, and new products or services. Email This marketing reaches the consumer's personal realm, namely the consumer's personal email inbox. *Sixth, Tik Tok for Business*. Its function is the same as Google Ads, Entrepreneurs create advertisements through various video options available on Tik Tok for Business. These videos allow MSME entrepreneurs to provide more detailed information about how to use or create business products and services (Daughter, EP, 2022).

More and more MSMEs are using social media as a marketing tool. Both businesses that are just starting out and businesses that are already developing, namely by complementing conventional marketing media using social media. The following are the advantages of using social media in business activities (Harina and Reza Widhar Pahlevi, 2023):

1. Easy to find out information about customers.
2. Through social media you can easily find out in detail who the consumers are, the language used, age range and gender. This information can help with the branding and promotion process to the right target consumers. By targeting the right consumers, it is hoped that it will provide more benefits than the investment that has been made.
3. Effective in determining targets.
4. Easy to find new consumers and expand target market. Social media such as Instagram helps small businesses find consumers and look for potential consumers.
5. Easy to receive feedback from consumers.
6. Develop target market and always be able to follow competitors' steps.
7. Increase website visitors and ranking search engine
8. Information can be delivered more quickly.
9. Helping consumers to reach more easily.
10. Get closer to consumers.

Social media helps a business to improve its brand awareness at a cost that can be said to be almost nothing. The most important cost for this is time. The reason is that building a brand with social media requires at least a lot of effort, process and time. This is because it requires interesting and quality content. This means that if you post photos, you definitely need good quality photos to attract the attention of potential consumers.

Like other buying and selling transactions, e-commerce is also a buying and selling transaction, only modern. E-commerce uses technology in its transactions. If the buying and selling transaction is carried out directly and the goods are tangible, this does not apply to e-commerce. In an e-commerce system, sellers and buyers do not meet in person but meet in cyberspace with the goods to be traded usually displayed in a catalog. This kind of transaction is actually quite profitable for buyers and sellers. However, in muamalah (Islamic trade law), the general buying and selling transaction process regulated in Islam must involve a physical meeting between the seller and the buyer, the goods to be transacted are also concrete, whereas transactions like this do not apply in electronic commerce. The weaknesses of digital marketing in MSMEs (Small and Medium Enterprises) include:

1. There is dependence on digital technology Marketing relies heavily on the internet and technology, so it is very susceptible to errors. MSMEs must have certain abilities and experience to use the technology needed in digital marketing.
2. High level of competition: Because the internet and technology used in digital marketing has a wider reach, the competition is also higher. MSMEs must work hard to promote the products or services they sell effectively.
3. Security and privacy issues: Digital marketing can expose us to the potential for exposure to malware or viruses. MSMEs must use safe technology and pay attention to the privacy of internet users.
4. Requires passion and special skills: Digital marketing is not a random activity that can be done or stopped at any time. MSMEs must have passion and special skills to do this.

Difficult to implement without sufficient knowledge and experience: The process of running digital marketing cannot be done quickly, especially if MSMEs are just starting out. MSMEs must have knowledge, experience and a step-by-step learning process.

Marketing concepts are easy for others to copy: Digital marketing allows anyone to see the results and promotional concepts. MSMEs must adapt digital marketing concepts according to product characteristics and target markets.

Dependent on technology: Without technology and digital media, digital marketing activities will not run smoothly. MSMEs must have the ability and experience to use the technology needed in digital marketing.

To overcome the shortcomings of digital marketing, MSMEs must carry out regular evaluations and make adjustments to the advertisements they run if necessary. Apart from that, MSMEs must also pay attention to the skills and experience required in digital marketing, as well as understand digital marketing concepts that are appropriate to the characteristics of their products and target markets.

According to sharia, of course all activities need to be based on the Koran and hadith, including buying and selling activities. Therefore, it is necessary to know what the laws of fiqh are in muamalah. In Islam, we In transactions there must be a promise of agreement between the seller and the buyer or what can be called a contract. The contract used in digital marketing is called al-Ba'i . This has been stated in the Compilation of Sharia Economic Law in Article 20 paragraph 1. Then the pillars of this contract are explained in Article 22 where the pillars include, among others; a) there are parties to the contract; b) the object of the contract; c) purpose of the contract; and d) agreement between both parties (Rifqi Devi Lawra and Yulfa Mulyeni, 2022).

The fatwa from DSN-MUI has determined the conditions for muamalah, both conventionally and digitally. What needs to be emphasized here is whether there is riba, gharar and maysir in this online buying and selling? The prices offered in e- commerce facilities for one type of product can vary, some are even predatory dumping which creates unhealthy competition between sellers. However, buyers can easily compare prices and look for information related to a product in the application so they can research which products match the price proportion. With this, consumer security is guaranteed and they are not exposed to the effects of usury. It's the same as gharar in digital marketing. Consumers can see reviews of related products so that they can consider buying from that seller. And of course the products sold must be halal certified. In essence, like offline buying and selling activities, digital marketing practitioners must comply with the Shari'a when selling. However, digitalization makes it easier for producers to build business strategies or consumers to make purchasing decisions.

In sharia economic law, the concept of " *maslahah* " has an important role in determining the validity of a transaction or economic activity. *Maslahah* refers to the benefits or benefits obtained from an action or activity, and this principle is one of the foundations for assessing the halal or legality of an economic practice in Islam. Several important aspects related to *maslahah* in sharia economic law include:

General Welfare

maslahah principle emphasizes the importance of achieving general welfare in economic activities. An economic transaction or activity is considered legal if it provides broad benefits to society and does not harm the public interest. Justice: *Maslahah* is also closely related to the principles of justice in sharia economic law. A transaction or economic activity must be fair and not harm the parties involved. Fairness in the distribution of wealth and economic benefits becomes an integral part of the concept *thank you*. Balance: The *maslahah* principle emphasizes the importance of maintaining a balance between material and spiritual interests in economic activities. An economic practice that is in accordance with *maslahah* must provide benefits not only materially, but also spiritually for individuals and society.

Business Ethics *Maslahah* also covers aspects of business ethics in sharia economic law. An economic practice carried out must pay attention to ethical and moral values in Islam, such as honesty, transparency, and avoiding usury (usury) and harmful practices. By paying attention to the concept of *maslahah* in sharia economic law, the economic practices carried out are expected to provide good benefits for individuals, society and the environment as a whole, and are in accordance with Islamic values which prioritize prosperity and justice.

In the Islamic context, the concept of " *maslahah* " refers to the benefit or benefit obtained from an action or activity. The principle of *maslahah* is one of the five basic principles in Islamic law

which underlies the sustainability and welfare of the people. This concept emphasizes the importance of achieving a balance between individual interests and public interests, as well as between the interests of the world and the interests of the afterlife. In the context of sharia economics, the principle of *maslahah* is used to ensure that economic activities are carried out in accordance with Islamic values and provide good benefits for individuals and society. Some principles of *maslahah* which are often applied in sharia economics include:

1. General Welfare: Economic activities must provide broad benefits to society and not harm the public interest. Justice: The *maslahah principle* emphasizes the importance of justice in the distribution of wealth and economic benefits.
2. Balance: Economic activities must be balanced between material benefits and spiritual well-being.
3. Business Ethics: *Maslahah principles* encourage business practices that are ethical and in accordance with Islamic values. By paying attention to the principle of *maslahah*, sharia economics is expected to make a positive contribution to sustainable and inclusive economic development, as well as creating prosperity for all members of society. This principle is also the basis for the development of MSMEs that are sustainable and oriented towards shared prosperity (Saputra, 2023).

CONCLUSIONS

The conclusion that can be drawn is that the application of Islamic or sharia economic principles in Micro, Small and Medium Enterprises (MSMEs) has a positive impact in increasing justice, transparency and business sustainability. Digital marketing strategies that are optimized by taking into account sharia economic financial laws can help MSMEs in Lampung to compete better and reach the Muslim target market effectively. Support from the government and other institutions in developing MSMEs is also an important key to inclusive and sustainable economic growth

Research shows that applying sharia principles in digital marketing can increase Muslim consumer confidence and the competitiveness of MSMEs in Lampung. Effective digital marketing strategies include SEM, content marketing, social media, and email. MSMEs in Lampung face marketing difficulties, but their numbers are increasing with the use of the internet. Social media helps MSMEs reach the market, improve *their brand awareness*, and get closer to consumers. In the context of sharia economics, *e-commerce transactions* need to pay attention to fiqh law to ensure the validity of transactions.

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