

# Optimizing MSME Marketing through Social Media: A *Maqashid asy-Sharia* Perspective

Mad Heri<sup>1</sup> Mardhiyah Hayati<sup>\*2</sup> Is Susanto<sup>3</sup>

Sekolah Tinggi Ekonomi dan Bisnis Islam Lampung<sup>1</sup>

Universitas Islam Negeri Raden Intan Lampung<sup>2,3</sup>

Corresponding author: \*[mardiyah.hayati@radenintan.ac.id](mailto:mardiyah.hayati@radenintan.ac.id)

DOI:

Received: 25-09-2024

Revised: 02-08-2024

Accepted: 16-03-2024

## **Abstract**

*This study aims to analyze the optimization of marketing strategies through social media for the development of Micro, Small, and Medium Enterprises (MSMEs) in Lampung Province from the perspective of Maqashid asy-sharia. Employing a qualitative descriptive method, data collection was conducted through interviews and observations with MSME owners and relevant stakeholders. The results of this study indicate that: (1) the utilization of social media as a marketing tool has proven to be highly effective in expanding the reach of MSMEs, enhancing brand awareness, and increasing consumer engagement; (2) marketing through social media aligns with the principles of Maqashid asy-sharia, particularly in preserving wealth (hifdz al-mal) and ensuring ethical business practices. Furthermore, this study provides a deeper understanding of how digital marketing strategies can be harmonized with Islamic ethical and economic principles. The findings are expected to offer valuable insights for MSME business managers, academics, and policymakers in leveraging social media marketing while adhering to Maqashid asy-sharia values. This research contributes to the discourse on digital marketing in the context of Islamic economic principles and serves as a foundation for future studies exploring ethical business practices in the digital era.*

**Keywords:** *Maqashid asy-sharia, marketing strategy, MSMEs, social media*



Copyright © 2025. Mad Heri, et.al.

This work is licensed under [Attribution-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-sa/4.0/)

### Abstrak

Penelitian ini bertujuan untuk menganalisis optimalisasi strategi pemasaran melalui media sosial untuk pengembangan Usaha Mikro, Kecil, dan Menengah (UMKM) di Provinsi Lampung dalam perspektif *Maqashid asy-sharia*. Dengan menggunakan metode deskriptif kualitatif, pengumpulan data dilakukan melalui wawancara dan observasi terhadap pemilik UMKM serta pemangku kepentingan terkait. Hasil penelitian ini menunjukkan bahwa: (1) pemanfaatan media sosial sebagai alat pemasaran terbukti sangat efektif dalam memperluas jangkauan UMKM, meningkatkan kesadaran merek, dan meningkatkan interaksi dengan konsumen; (2) pemasaran melalui media sosial selaras dengan prinsip *Maqashid asy-sharia*, khususnya dalam menjaga harta (*hifdz al-mal*) serta memastikan praktik bisnis yang etis. Lebih lanjut, penelitian ini memberikan pemahaman yang lebih mendalam tentang bagaimana strategi pemasaran digital dapat diselaraskan dengan prinsip-prinsip etika dan ekonomi Islam. Temuan ini diharapkan dapat memberikan wawasan berharga bagi pengelola UMKM, akademisi, dan pembuat kebijakan dalam memanfaatkan pemasaran melalui media sosial dengan tetap berlandaskan nilai-nilai *Maqashid asy-sharia*. Penelitian ini berkontribusi dalam diskursus pemasaran digital dalam konteks prinsip ekonomi Islam serta menjadi dasar bagi studi selanjutnya yang mengeksplorasi praktik bisnis etis di era digital.

**Kata kunci:** *Maqashid asy-Syariah*, strategi pemasaran, UMKM, media sosial

### Introduction

Innovations in information technology have changed people's lives and lifestyles, both directly and indirectly. This change in lifestyle encourages people to need convenience in all aspects of life with the principle of being more practical, faster transaction times and not interrupting work. This change in people's lifestyles encourages the growth of digital businesses.<sup>1</sup>

A study reported by *statista.com* in 2024, Indonesia's population is the 4th largest internet user in the world at 21.9 million users after China, India, and the USA.<sup>2</sup> In the business, the presence of technology affects the business, both in large and small companies to be able to adjust to market demands that are always changing with the times. Businessmen are required to have the ability to

---

<sup>1</sup> Syarif Hidayatullah, Abdul Waris, and Riezky Chris Devianti, "Perilaku Generasi Milenial Dalam Menggunakan Aplikasi Go-Food," *Jurnal Manajemen Dan Kewirausahaan* 6, no. 2 (2018): 240–49, <https://doi.org/10.26905/jmdk.v6i2.2560>; Mardhiyah Hayati, "Pengaruh Percieved Risk Terhadap Perilaku Konsumen Pada Transaksi E-Commerce Dalam Perspektif Etika Bisnis Islam (Studi Pada Mahasiswa PTN Di Lampung)," *Nizham* 06, no. 02 (2018): 66–82, <https://e-journal.metrouniv.ac.id/nizham/article/view/1310>.

<sup>2</sup> Statista.com, "Countries with the Largest Digital Populations in the World as of January 2023," *Statista.Com*, January 16, 2024, <https://www.statista.com/statistics/262966/number-of-internet-users-in-selected-countries/>.

adapt to technological changes, and this is one of the important aspects because it is influential in developing and maintaining the business they manage.<sup>3</sup>

A company in carrying out business activities aims to produce a product, both in the form of goods and services with the main purpose of making a profit. Profit can motivate businessmen to dare to take risks when investing or when running their business so that their business can benefit not only themselves but also others/consumers. According to Didi Maslan et al (2023), to achieve benefits and avoid damage (*mafsadah*) both in this world and in the hereafter, Allah sets a goal in establishing a law known as *maqashid asy- sharia*.<sup>4</sup>

Product marketing is a process that is very related to business, therefore, a good marketing strategy is needed, namely how the market can run creatively and innovatively, including Micro, Small and Medium Enterprises (MSMEs). Micro, Small and Medium Enterprises (MSMEs) in Indonesia are businesses carried out by individuals or business entities that are not subsidiaries of small, medium or large businesses, which meet the criteria as micro businesses regulated in the law.<sup>5</sup> The presence of social media as a means of digital marketing, nowadays, is very important for businessmen in promoting their products so that sales targets can be achieved. The various features offered by social media make it easier for business people to promote their products. Marketing through social media is one of the tools in promoting various business content in various ways to social media users. This activity is carried out to find the right formula in disseminating the information needed related to the product to be marketed and at the same time expanding the market share segment.

Social media platforms that are popular and widely used as marketing media include Facebook, messenger platforms namely WhatsApp, Instagram, TikTok and others. Usually, the features presented as applications on the website provide a digital space for users to send and receive digital content or information through several types of social networks. In addition, social media can also function as a digital marketing channel that can be used to communicate with consumers through advertisements or review spaces provided by content

---

<sup>3</sup> Lisma Yana Siregar and Muhammad Irwan Padli Nasution, "Perkembangan Teknologi Informasi Terhadap Peningkatan Bisnis Online," *HIRARKI Jurnal Ilmiah Manajemen Dan Bisnis (HJIMB)* 02, no. 01 (2020): 71–75, <http://journal.upp.ac.id/index.php/Hirarki%0APERKEMBANGAN>; Mudjahidin Mudjahidin et al., "The Influence of Social Media Sales Intensity and Competency on the Improvement of Business Performance Satisfaction in MSMEs," *Procedia Computer Science* 234 (2024): 869–75, <https://doi.org/10.1016/j.procs.2024.03.074>.

<sup>4</sup> Didi Maslan, Ali Imran Sinaga, and Parentah Lubis, "POLIGAMI DALAM PERSPEKTIF ISLAM: Sebagai Sarana Pelaksanaan Maqashid Al-Syari'ah," *Nizham Journal of Islamic Studies* 11, no. 01 (2023): 01–11, <https://doi.org/10.32332/10.32332/nizham.v11i01.5855>.

<sup>5</sup> Alfonz Lawrenz Kilay, Bachtiar H. Simamora, and Danang Pinardi Putra, "The Influence of E-Payment and E-Commerce Services on Supply Chain Performance: Implications of Open Innovation and Solutions for the Digitalization of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia," *Journal of Open Innovation: Technology, Market, and Complexity* 8, no. 3 (2022): 119, <https://doi.org/10.3390/joitmc8030119>.

providers to find out consumer responses to the products they market. Companies are required to be able to adapt to market developments. Therefore, entrepreneurs must have the ability to adapt to technological changes.<sup>6</sup>

During the Covid-19 pandemic that hit Indonesia in general and Lampung Province in particular, it resulted in a decrease in the income of MSME entrepreneurs, the sales process experienced obstacles and the impact is still being felt during the current economic recovery period, so hard work and cooperation are needed for MSME entrepreneurs to be able to maintain their businesses.

MSMEs statistically affect poverty alleviation in Indonesia both directly and indirectly.<sup>7</sup> MSMEs in Indonesia are dominated by SMEs (Small and Medium Enterprises), and account for almost 100% of all existing companies but only contribute between 58 and 61% of gross domestic product (GDP).<sup>8</sup> According to Budiono, a representative of Bank Indonesia in Lampung Province, that the MSME sector and small and medium industries (SMEs) are still one of the buffers for Lampung's economic growth in 2022, Lampung's economic growth in the fourth quarter of 2021 (yoy) grew by 5.15 percent compared to the previous year in the same period, which is a spur to continue to maintain the momentum of economic growth.<sup>9</sup>

Although MSMEs are still an economic buffer in Indonesia, there are still few studies that specifically discuss the concept of *maqashid asy-sharia* in optimizing marketing through social media. Therefore, this study aims to uncover the optimization of the implementation of MSME marketing through social media reviewed from *maqashid asy-sharia*.

## Discussion

### Overview of MSMEs in Lampung Province

Nowadays, MSMEs are in great demand by the public, because MSMEs have their own charm for entrepreneurs who have small capital. Although currently the economy in Indonesia is not yet stable enough due to the covid-19 pandemic, if businesses in the MSME sector continue to be developed, they can

---

<sup>6</sup> Gil Appel et al., "The Future of Social Media in Marketing," *Journal of the Academy of Marketing Science* 48, no. 1 (2020): 79–95, <https://doi.org/10.1007/s11747-019-00695-1>; Siregar and Nasution, "Perkembangan Teknologi Informasi Terhadap Peningkatan Bisnis Online."

<sup>7</sup> Nursini Nursini, "Micro, Small, and Medium Enterprises (MSMEs) and Poverty Reduction: Empirical Evidence from Indonesia," *Development Studies Research* 7, no. 1 (2020): 153–66, <https://doi.org/10.1080/21665095.2020.1823238>; Lyna Latifah et al., "Business Strategy – MSMEs' Performance Relationship: Innovation and Accounting Information System as Mediators," *Journal of Small Business and Enterprise Development* 28, no. 1 (2021): 1–21, <https://doi.org/10.1108/JSBED-04-2019-0116>.

<sup>8</sup> Tulus T.H. Tambunan, "Recent Development of Micro, Small and Medium Enterprises in Indonesia," *Journal of Global Entrepreneurship Research* 09, no. 18 (2019): 193–214, <https://doi.org/10.37602/ijssmr.2022.6112>.

<sup>9</sup> Friska Yolanda, "BI Lampung Sebut UMKM Masih Jadi Penopang Pertumbuhan Ekonomi," *New Republik*, 2022, <https://news.republika.co.id/berita/r8dqgz370/bi-lampung-sebut-umkm-masih-jadi-penopang-pertumbuhan-ekonomi>.

expand employment opportunities while also improving the community's economy.

Business competition is one of the challenges that occur in a business. Every company has the potential to lose customers due to business competition. This business competition does not only occur in large and medium-sized companies, but MSMEs also face challenges in business competition. How MSME managers are able to influence consumer perception of their products, and are able to give a good impression to their consumers, it is expected to grow consumer interest in making purchases. For this reason, the most important thing to do in running a business is to determine and develop a marketing strategy, because marketing strategy is a determinant of the sustainability of MSMEs.

Based on research, it is known that most MSME entrepreneurs have applied a marketing mix which includes:

1) Product

The products produced by MSMEs generally vary in 8 fields, namely culinary business products, agricultural machinery, apparel, handicrafts, laundry soap, cosmetics, floor cleaning liquids, as well as honey and non-honey products. Of the 15 Regencies/Cities in Lampung Province, there are nine Regencies and two Cities that have received product certification and standardization. This number is likely to continue to increase if viewed from the public's enthusiasm for the development of MSMEs with excellent prospects.

2) Price

Pricing is a special concern for MSME entrepreneurs. In determining the selling price, the cost factor is used as the lower limit. The selling price must be able to cover all costs related to the product/service and be able to generate the expected profit. In addition, price determination needs to still consider the offer price from competing MSMEs while still paying attention to the demand and purpose of price determination. Prices that are too high will cause consumers to move to other MSMEs, while prices that are too low cause losses for MSMEs, so it will be difficult for MSMEs to develop.

3) Place

The place of business determines the success of a business. From the results of the research, MSME entrepreneurs generally prefer a strategic business place that is easily accessible to consumers even though the cost for rent is relatively more expensive. Most MSMEs engaged in the culinary sector prioritize choosing a strategic location with the largest target market, for example, close to office locations, campuses, residential areas and other crowded places, although from the observations there are still MSMEs that run their businesses with less strategic locations, this is usually because MSMEs have limited capital constraints, so they have to adjust to the availability of their budgets.

4) Promotion

Marketing products is related to sales activities. The right marketing strategy can increase sales volume, so that it can provide extra profits and also maintain the sustainability of MSMEs. One of the marketing strategies that needs to be carried out by MSME entrepreneurs is through promotion. This is done in an effort to attract consumer interest in the products/services offered.

There are many ways that MSMEs promote their products to customers. Some MSMEs provide promotions to customers by providing discounts (discounts). Discounts are given, for example, when consumers buy above a certain face value, or at the time of consumers' birthdays by showing their ID cards or giving coupons to be exchanged for certain products as gifts if the consumer's purchase frequency has reached the set purchase frequency limit, for example 10x purchases.

5) People

Human Resources (HR) is an important component for the success of MSMEs. The lack of skills in human resources is often an obstacle to the progress of MSMEs. Most MSME management still uses family as managers and a makeshift workforce with management that is still simple, with a low level of expertise, so that the impact of MSME progress is not too big in increasing business progress.

The Lampung provincial government realizes that the existence of MSMEs is very important for improving the community's economy. MSMEs can absorb labor. Therefore, many efforts have been made by the government to improve the quality of human resources, including: carrying out halal product training for MSMEs, facilitating halal product certification, training and assistance in the preparation of financial statements, MSME digital marketing training, MSME digital marketing management training to upgrade the class, and the development of the MSME market in Lampung province which was inaugurated on June 4, 2024.

6) physical evidence

The physical appearance of the place of business will explain how to arrange the place of business for MSMEs. The designs chosen by MSMEs are diverse, some use unique, classic, modern interiors, etc., and are supported by adequate facilities such as wifi so that consumers feel comfortable when visiting, even many culinary MSMEs are used as hangouts and places for students to gather to do college assignments because consumers feel comfortable when visiting.

7) Process

The process here includes how the UMKM manager serves the requests of each consumer. Friendly and fast service starting from consumers ordering until finally consumers get their orders greatly affects customer satisfaction. Certain culinary MSMEs usually have

unique or special ways of serving their customers. As in a restaurant, there are several MSMEs that provide “open kitchen” facilities, where consumers can see every process of making the food they order. Consumers are also given the freedom to mix their own chili sauce, for example, or provide a certain level of spiciness so that consumers can choose according to consumer tastes.

In addition to using a marketing mix strategy, currently MSMEs have begun to expand their market share by implementing marketing strategies through social media. The use of social media was chosen because it is considered more effective, this is because MSME managers can introduce their business products to a wider range of consumers, not only people around the area where MSMEs are located, but also reaching people outside the district, outside the province and even people/consumers in other countries to know more information about the products offered by MSMEs considering that there are already several MSMEs in Lampung province that exporting its products abroad.

Social media that are often used by MSME entrepreneurs include WhatsApp, Facebook, Twitter, TikTok and through the marketplace. The use of the marketplace is chosen by MSME entrepreneurs because sales through the marketplace are considered more reliable and consumers can also get discounts on shipping costs and orders can be paid for with COD (Cash on Delivery), so that it can dismiss consumer doubts in ordering goods, considering that online transactions, sellers and buyers do not meet each other face-to-face.

Some of the social media that are widely used for marketing include:

- 1) Facebook  
Namely the social media with the most users in the world. Facebook Fanpage is one of the features of Facebook that functions as a platform for doing business and is most often used by online sellers to market their products;
- 2) Instagram  
Instagram allows users to upload photos and videos for free and share photos and videos with certain followers or friends, where followers can view and comment on photos or products that are shared. The increasing popularity of Instagram as an application used to share photos makes many users who are involved in online business also promote their products through Instagram;
- 3) Twitter  
Twitter is a social media platform that allows users to send and receive messages, retweet, and follow what's happening. A minute or a few minutes can pass quickly, especially if you follow many followers who tweet frequently. Despite its limited character count, Twitter is also useful for marketing products online;
- 4) WhatsApp  
Although considered less influential in expanding the consumer

network because the average buyer comes from old customers who already know, is also constrained by the limited number of Whatsapp Groups owned, this is different from marketing through Instagram, TikTok and Facebook which can more widely reach consumers.

The marketing system through social media chosen and used by MSME entrepreneurs is one of the most important decisions and parts faced by MSME entrepreneurs. This marketing media plays a role in turning potential buyers into profitable customers, who are able to do several things, namely: 1) create added value to products through marketing functions that can realize the utility of form, place, time, and ownership; 2) facilitate the flow of marketing channels, both physically and non-physically

### **Optimizing the Implementation of Marketing through Social Media in MSMEs**

In this digital era, marketing MSME products can be done in various ways, one of which is through social media. From the research results, it is known that MSMEs in Lampung province can benefit from optimizing the use of digital marketing through social media, including: (1) making it easier for MSME players to provide information and interact directly with consumers; (2) expanding market share; (3) increasing awareness and increasing sales for MSMEs; (4) increasing revenue; (5) making it easier to monitor business activities; (6) reducing costs, especially marketing, logistics, and shipping costs. Digitalization in marketing through social media can increase the competitiveness of MSMEs by expanding market reach. It also offers more efficient services, and keeps up with the latest technology trends.

However, MSME entrepreneurs in Lampung province generally experience obstacles in limited access and skills in operating digital devices using social media. This happens because many MSME entrepreneurs are over 40 years old on average, so the level of mastery of digital technology is relatively low. Other factors that also hinder the digitalization process are the lack of electronic devices owned for the operation of intermediary media such as smartphones, laptops, and so on, lack of understanding of how to market products through the internet, e-commerce platforms and social media, not seeing the potential for business profits if digitalizing marketing that reaches consumers outside their regions, and no less important is the understanding of the use of social media in terms of relative law limited.

The main characteristic of using digital marketing through social media is the use of content to advertise products that run without time and location restrictions. Interesting content uploaded on social media will foster consumers' desire to try the products marketed. This shows that social media has a greater impact on the way consumers think and behave towards a brand than one-sided communication carried out by MSMEs.



Consumers in Lampung Province are generally active users of social media and are quickly influenced by the messages received from social media. This can be seen from the enthusiasm of the community/consumers if they hear that there is an MSME product that is going viral, they without thinking long immediately come or look for the product as proof of their level of curiosity. MSME managers need to understand the importance of social media as an effective means of product marketing and include business activities on social media (Instagram, Tiktok, WhatsApp, and others) in their marketing strategies. Marketing channels through social media will be an effective strategy to market products because most consumers obtain information and buy products through these channels.

For this reason, MSMEs should be more innovative and need to increase promotional activities as attractive as possible through online marketing through social media, in order to attract consumer interest which will increase sales value, both in the form of profits and benefits so that the business will continue to grow in the midst of increasingly fierce competition for MSMEs to show their competitive advantages.

The use of social media as a marketing medium has a positive and negative impact on business people and consumers. The positive impacts of the use of social media include: 1) as a promotional medium and information notification on an up-to-date basis; 2) as a medium of entertainment; 3) as a means that can be used in developing skills, science and social; 4) a means of communication between sellers and buyers through the use of social networks.

Meanwhile, the negative impacts of the use of social media include: 1) reduced direct (face-to-face) interaction with the surrounding environment (family, community and consumers); 2) fostering a consumptive attitude; 3) giving rise to cyber-crime; 4) Pornography, fraud, gambling, and so on.

### **Analysis of Marketing Through Social Media in *Maqashid asy-sharia***

Buying and selling is a muamalah activity that is usually carried out in daily life. According to the rule of ushul "al-aslu fi al-af'al at-taqayyud bi hukmi asy-syar'i", which means that the law of origin of an act is bound by the law of sharia: obligatory, sunnah, mubah, makruh, haram. The implementation of a business must adhere to the provisions of sharia, which aims to: 1) target results in the form of profits and benefits, the company's goal is not only to seek the highest profit, but also to be able to obtain and provide benefits to the company's internal and external parties; 2) growth, the company will seek growth from every profit and benefit obtained; 3) Sustainability and Blessings, the growth of the target results that have been achieved can be maintained for a long period of time, namely through the element of hard work and sincere intention.

A professional in running a business must have several principles, including: 1) the principle of responsibility, including professional responsibility for the business he runs and responsibility to the community (consumers) who use his products; 2) the principle of fairness, namely that MSME entrepreneurs are required to be fair in running their businesses so that

the community feels the benefits of the business they are engaged in and does not feel disadvantaged and gets their rights; 3) the principle of freedom, namely that MSME entrepreneurs are given freedom in managing their businesses and are responsible for their management.; 4) the principle of moral integration, which requires MSME entrepreneurs to maintain their good name, uphold the nobility of their business and also protect the interests of the community.

Basically, Islam teaches humans to make efforts to meet their life needs. In Islam, working and striving is an obligation.<sup>10</sup> This can be seen in the QS. Al-Jumuah [62]: 10 namely:

فَإِذَا قُضِيَتِ الصَّلَاةُ فَانْتَشِرُوا فِي الْأَرْضِ وَابْتَغُوا مِن فَضْلِ اللَّهِ وَاذْكُرُوا اللَّهَ كَثِيرًا لَّعَلَّكُمْ تُفْلِحُونَ

Meaning: *When the prayer has been fulfilled, then scatter you on the face of the earth; and seek the bounty of Allah and remember Allah abundantly so that you may be lucky.*

In this verse, Allah encourages Muslims to scatter on the earth in order to meet their life needs by carrying out various activities. Humans are given the freedom to choose a field that is well mastered and liked by applying the business strategy they choose with various risks that they will face, including in the selection of social media as a marketing strategy in the development of MSMEs that they manage wisely and ma'ruf. This means, when using social media as a marketing medium, entrepreneurs must use the right words, are prohibited from defamation, spread hatred, intimidation, hate speech, and trigger conflicts between ethnicities, religions, and groups.

In Islamic business, MSME entrepreneurs need to pay attention to Islamic marketing principles which include: 1) responsive, namely entrepreneurs who are responsive to changes in buying and selling transaction activities, so that the marketing strategies implemented are adjusted to market conditions; 2) displaying the best in terms of products and prices, where prices are adjusted to the quality of goods/products; 3) the existence of the right of khiyar to the buyer (the right to choose in the transaction), namely the consumer is given the freedom to choose whether to continue or cancel the transaction without any pressure from any party. Basically, entrepreneurs must try to maintain good relations with consumers; 4) There is no engineering in both supply and demand (ikhtikar and bai' Najasy). In Islamic marketing of tadlis, gharar is strictly prohibited, both regarding quantity, quality, delivery time and price.

E-commerce can also be used as a marketing medium for MSME products because it can cut the distribution chain so that consumers can get a

---

<sup>10</sup> Mardhiah Hayati, "Dampak E-Commerce Terhadap Pertumbuhan Jiwa Entrepreneurship Mahasiswa (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Islam, UIN Raden Intan Lampung Tahun 2017)," *Nizām* 14, no. 1 (2017): 55–64, <https://e-journal.metrouniv.ac.id/nizham/article/view/989>.

product that the community needs at a reasonable and easy price. Digital marketing also makes it easier for consumers not to need to go directly to the outlet to buy MSME products so that consumers can save time and energy, provide convenience and convenience for consumers because consumers can place orders without leaving their homes and jobs, thus providing a good opportunity for MSME owners to increase the number of consumers of their products. However, this convenience is sometimes abused, one of which is unhealthy practices in trade through electronic systems that are detrimental to micro, small and medium enterprises (MSMEs) managers.

Islam directs the marketing mechanism with the concept of *antaradin minkum* based on moral ethics and social justice in the field of marketing, including in the decision to use social media as the right marketing medium with the foundation of monotheism, justice, honesty, so that MSME entrepreneurs can be trusted in running their businesses and there is no fraud in marketing their products, thus avoiding elements of arbitrariness.

In the concept of *maqashid asy-sharia* is divided into three levels, namely 1) *al maqashid asy-sharia dharuriyat*, at this stage if the needs are not fulfilled properly, then there will be misery that affects and threatens the salvation of the world and the hereafter; 2) *Al Maqashid asy-sharia hajiyat*, if it is not fulfilled, it does not threaten human safety but can cause difficulties in life; and 3) *al maqashid asy-sharia tahsiniyat*, which is a complementary or complementary need. If it is not fulfilled, it does not affect safety and will not cause difficulties to humans.<sup>11</sup>

In the concept of Islam, humans are required to do deeds that are in harmony with *maqashid asy-sharia*, namely: *Hifz al-din* (guarding religion), *Hifz al-nafs* (guarding the soul), *Hifz al-nasl* (guarding offspring), *Hifz al-aql* (guarding intellect) and *Hifz al-mal* (guarding property). Therefore, the use of social media as a marketing medium can bring benefits to its users, but on the other hand it can cause harm if it is associated with several goals of *maqashid asy-sharia*, namely:

- 1). *Hifz al-Din* (Guarding Religion), the use of social media as a marketing medium, benefits can occur if the users can ensure that the content of the products that have been promoted does not contradict Islamic teachings and does not promote activities that are prohibited in Islam. In this case, social media can make a positive contribution to maintaining religion by providing a platform for the dissemination of educational content, and Islamic values in promoting its products. However, if the content used in marketing the product is contrary to the values of Islamic teachings, then the use of social media as marketing advice can have a negative impact on *hifz al-Din*.

---

<sup>11</sup> Nurhajjah Zulfa et al., "Konsep Maqashid Syariah Dalam Praktik Strategi Pemasaran Tiktok Dengan Landasan Etika Bisnis Islam," *AB-JOIEC: Al-Bahjah Journal of Islamic Economics* 1, no. 2 (2024): 69–85, <https://doi.org/10.61553/abjoiec.v1i2.64>; Joni Hendra et al., "Creative Economic Development Strategy of Riau Province Community in As-Syatibi Shariah Maqasid Perspective," *Ikonomika* 6, no. 2 (2021): 291–308, <https://doi.org/10.24042/febi.v6i2.11639>.

- 2) *Hifẓ al-Nafs* (Guarding the Soul), The use of social media in marketing can be categorized as keeping the soul if users can ensure that the content of the promoted product will not harm the user's physical and mental health. In promoting their products, MSME actors include labels, the composition of product ingredients and halal guarantees, but if MSME actors actually cover the negative impact of using their products in the short and long term (if any) through the content they create, then there will be a negative impact on *hifẓ al-nafs*.
- 3) *Hifẓ al-Nasl* (Guarding Offspring), the use of social media in marketing can be said to be part of maintaining offspring, this can be realized by ensuring that the content that has been promoted does not contain material that is inappropriate for children and adolescents in marketing their products. The social media used can provide benefits in maintaining offspring by presenting educational content so that it has a positive contribution to maintaining the family. However, if the content to introduce the product undermines family norms, supports promiscuity, or does not support the formation of a family in accordance with Islamic teachings, then this will have a negative impact on *hifẓ al-nasl*.
- 4) *Hifẓ al-Aql* (Guarding Reason), the use of social media in marketing a product is said to guarding reason, this can be achieved by ensuring that the content of the product that has been promoted is not misleading and does not promote harmful thinking. Educational content, tutorials, or useful information in the use of marketed products can help users maintain and develop their intellect. However, if the content presented on social media to market its products contains negative, detrimental, or misleading elements, it can have a negative impact on *hifẓ al-Aql*.
- 5). *Hifẓ al-Mal* (Guarding Property), marketing using social media in the context of protecting wealth, this can be ensured by ensuring that marketing strategies do not deceive or harm users. The social media used can make a positive contribution to safeguarding wealth by providing a trading platform that is transparent, fair, and in accordance with Islamic economic principles. Businesses that maintain their financial integrity can provide positive benefits. However, negative impacts may occur if there are business practices that harm consumers, fraud, or exploitation. The use of social media that does not pay attention to Islamic principles can have a negative impact on *hifẓ al-Mal*.

These five goals of maqashid sharia are interrelated and mutually supportive. The application of *maqashid asy-sharia* in marketing strategies through social media can help ensure that this platform is used responsibly and morally, as well as provide benefits for the benefit of its users (producers, sellers and consumers).

## Conclusion

From the discussion above, it can be said that from the perspective of maqashid asy-syariah, religious teachings can be used as guidelines in implementing a business such as selecting marketing media. The use of social media can be an opportunity for MSME entrepreneurs to market their products considering that the majority of people in Lampung Province are social media users. This encourages social media to be utilized optimally as a marketing medium in expanding the market share of MSME products. This study has succeeded in proving the optimization of marketing through social media on consumer purchasing interest, but there are several limitations to the results of this study, namely: first, the respondents involved in this study were only a small part of MSME entrepreneurs who used social media as a marketing medium, so it is less relevant to generalize the results of the study for the entire MSME population. Second, the business actors involved in this study were limited to culinary MSME entrepreneurs.

## Reference

- Appel, Gil, Lauren Grewal, Rhonda Hadi, and Andrew T. Stephen. "The Future of Social Media in Marketing." *Journal of the Academy of Marketing Science* 48, no. 1 (2020): 79–95. <https://doi.org/10.1007/s11747-019-00695-1>.
- Hayati, Mardhiyah. "Dampak E-Commerce Terhadap Pertumbuhan Jiwa Entrepreneurship Mahasiswa (Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Islam, UIN Raden Intan Lampung Tahun 2017)." *Nizham* 14, no. 1 (2017): 55–64. <https://e-journal.metrouniv.ac.id/nizham/article/view/989>.
- . "Pengaruh Percieved Risk Terhadap Perilaku Konsumen Pada Transaksi E-Commerce Dalam Perspektif Etika Bisnis Islam (Studi Pada Mahasiswa PTN Di Lampung)." *Nizham* 06, no. 02 (2018): 66–82. <https://e-journal.metrouniv.ac.id/nizham/article/view/1310>.
- Hendra, Joni, Sukiman Sukiman, Sugianto Sugianto, and Abdul Rasheed Olatunji. "Creative Economic Development Strategy of Riau Province Community in As-Syatibi Shariah Maqasid Persfective." *Ikonomika* 6, no. 2 (2021): 291–308. <https://doi.org/10.24042/febi.v6i2.11639>.
- Hidayatullah, Syarif, Abdul Waris, and Riezky Chris Devianti. "Perilaku Generasi Milenial Dalam Menggunakan Aplikasi Go-Food." *Jurnal Manajemen Dan Kewirausahaan* 6, no. 2 (2018): 240–49. <https://doi.org/10.26905/jmdk.v6i2.2560>.
- Kilay, Alfonz Lawrenz, Bachtiar H. Simamora, and Danang Pinaridi Putra. "The Influence of E-Payment and E-Commerce Services on Supply Chain Performance: Implications of Open Innovation and Solutions for the Digitalization of Micro, Small, and Medium Enterprises (MSMEs) in Indonesia." *Journal of Open Innovation: Technology, Market, and Complexity* 8, no. 3 (2022): 119. <https://doi.org/10.3390/joitmc8030119>.
- Latifah, Lyna, Doddy Setiawan, Y. Anni Aryani, and Rahmawati Rahmawati.

- “Business Strategy – MSMEs’ Performance Relationship: Innovation and Accounting Information System as Mediators.” *Journal of Small Business and Enterprise Development* 28, no. 1 (2021): 1–21. <https://doi.org/10.1108/JSBED-04-2019-0116>.
- Maslan, Didi, Ali Imran Sinaga, and Parentah Lubis. “POLIGAMI DALAM PERSPEKTIF ISLAM: Sebagai Sarana Pelaksanaan Maqashid Al-Syari’ah.” *Nizham Journal of Islamic Studies* 11, no. 01 (2023): 01–11. <https://doi.org/10.32332/10.32332/nizham.v11i01.5855>.
- Mudjahidin, Mudjahidin, Andre Parvian Aristio, Nadhif Helmi Balbeid, and Lukman Junaedi. “The Influence of Social Media Sales Intensity and Competency on the Improvement of Business Performance Satisfaction in MSMEs.” *Procedia Computer Science* 234 (2024): 869–75. <https://doi.org/10.1016/j.procs.2024.03.074>.
- Nursini, Nursini. “Micro, Small, and Medium Enterprises (MSMEs) and Poverty Reduction: Empirical Evidence from Indonesia.” *Development Studies Research* 7, no. 1 (2020): 153–66. <https://doi.org/10.1080/21665095.2020.1823238>.
- Siregar, Lisma Yana, and Muhammad Irwan Padli Nasution. “Perkembangan Teknologi Informasi Terhadap Peningkatan Bisnis Online.” *HIRARKI Jurnal Ilmiah Manajemen Dan Bisnis (HJIMB)* 02, no. 01 (2020): 71–75. <http://journal.upp.ac.id/index.php/Hirarki%0APERKEMBANGAN>.
- Statista.com. “Countries with the Largest Digital Populations in the World as of January 2023.” *Statista.Com*, January 16, 2024. <https://www.statista.com/statistics/262966/number-of-internet-users-in-selected-countries/>.
- Tambunan, Tulus T.H. “Recent Development of Micro, Small and Medium Enterprises in Indonesia.” *Journal of Global Entrepreneurship Research* 09, no. 18 (2019): 193–214. <https://doi.org/10.37602/ijssmr.2022.6112>.
- Yolandha, Friska. “BI Lampung Sebut UMKM Masih Jadi Penopang Pertumbuhan Ekonomi.” *New Reepublika*. 2022. <https://news.republika.co.id/berita/r8dqgz370/bi-lampung-sebut-umkm-masih-jadi-penopang-pertumbuhan-ekonomi>.
- Zulfa, Nurhajjah, Nila Nur Millah, Nuratin Nuratin, and Kartika Novitasari. “Konsep Maqashid Syariah Dalam Praktik Strategi Pemasaran Tiktok Dengan Landasan Etika Bisnis Islam.” *AB-JOIEC: Al-Babjah Journal of Islamic Economics* 1, no. 2 (2024): 69–85. <https://doi.org/10.61553/abjoiec.v1i2.64>.