

THESIS

**INNOVATION OF MARKETING DIGITALIZATION IN
“MANGATHAT” PRODUCTS: AN ISLAMIC MARKETING
PERSPECTIVE**



Indah Fauziah

Reg No: 42.2021.328055

**DEPARTMENT OF ISLAMIC ECONOMICS LAW
FACULTY OF SHARIA**

UNIVERSITY OF DARUSSALAM GONTOR

2025/1446

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PERSPECTIVE**

THESIS

Presented to the University of Darussalam Gontor in Partial Fulfillment of the
Requirement for Bachelor Degree (S1) in the Department of Islamic Economics
Law, Faculty of Sharia University of Darussalam Gontor

By:

Indah Fauziah

Reg No: 42.2021.328055

Supervisor:

Ahmad Muqorobin, S.H.I., M.A., Ph.D

NIY. 150503

**DEPARTMENT OF ISLAMIC ECONOMICS LAW
FACULTY OF SHARIA**

UNIVERSITY OF DARUSSALAM GONTOR

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Innovation of Marketing Digitalization in Mangathat Product: an Islamic Marketing Perspective

Indah Fauziah

42.2021.328055

ABSTRACT

The development of digital technology has significantly changed marketing strategies, including for MSME players like Mangathat. Digitalization of marketing is key in modern business development, especially in marketing local-based products. This research aims to analyze marketing digitalization innovation in Mangathat products and its application in Islamic marketing. This approach prioritises the principles of halalness, transparency, and ethics in digital marketing, from promotion to transactions and distribution. The strategies include using social media, sharia-based e-commerce, and halal payment systems to reach growing Muslim consumers. The research method used is descriptive qualitative through interviews, observation and documentation with descriptive data analysis. The results of the research discuss Mangathat's digital marketing innovations and strategies through WhatsApp, Instagram, and Shopee. The main innovation is the AI-based chatbot on WhatsApp and Shopee to increase the efficiency of customer interactions and transactions. Instagram is used for promotion and brand awareness through attractive visual content. From the perspective of Islamic marketing, this strategy must be based on the principles of honesty (Shiddiq), transparency (bayān), and justice (adl). Mangathat uses an AI-based chatbot and has ensured that information is clear and free from gharar (uncertainty). Promotions on Instagram must avoid tadlis (fraud), while transactions on Shopee must be in accordance with a legal contract and free from usury. The results show that Mangathat's marketing digitalization is effective in increasing competitiveness while at the same time aligning with sharia values, ensuring fairness and blessings in business.

Keywords: Innovation; Digital Marketing; Islamic Marketing

Inovasi Digitalisasi Marketing Pada Produk Mangathat; Menurut Perspektif Pemasaran Syariah

Indah Fauziah

42.2021.328055

ABSTRAK

Perkembangan teknologi digital telah mengubah strategi pemasaran secara signifikan, termasuk bagi pelaku UMKM seperti Mangathat. Digitalisasi marketing menjadi kunci dalam pengembangan bisnis modern, khususnya dalam pemasaran produk berbasis lokal. Penelitian ini bertujuan untuk menganalisis inovasi digitalisasi marketing pada produk Mangathat dan Analisa dalam penerapannya dalam perspektif pemasaran Islam. Pendekatan ini mengedepankan prinsip kehalalan, transparansi, dan etika dalam seluruh proses pemasaran digital, mulai dari promosi, transaksi hingga distribusi. Strategi yang diterapkan meliputi pemanfaatan media sosial, e-commerce berbasis syariah, dan sistem pembayaran halal menjadi guna menjangkau konsumen Muslim yang terus berkembang. Metode penelitian yang digunakan adalah kualitatif deskriptif melalui wawancara, observasi dan dokumentasi dengan Analisa data secara deskriptif. Hasil penelitian membahas inovasi dan strategi digital marketing Mangathat melalui WhatsApp, Instagram, dan Shopee. Inovasi utama adalah chatbot berbasis AI pada WhatsApp dan Shopee untuk meningkatkan efisiensi interaksi dan transaksi pelanggan. Instagram digunakan untuk promosi dan brand awareness melalui konten visual yang menarik. Dalam perspektif pemasaran syariah, strategi ini harus berlandaskan prinsip kejujuran (Shiddiq), transparansi (bayān), dan keadilan (adl). Mangathat menggunakan chatbot berbasis AI dan sudah memastikan informasi jelas dan bebas dari gharar (ketidakpastian). Promosi di Instagram harus menghindari tadlis (penipuan), sementara transaksi di Shopee harus sesuai dengan akad yang sah dan bebas dari riba. Hasil penelitian menunjukkan bahwa digitalisasi marketing Mangathat efektif dalam meningkatkan daya saing, sekaligus selaras dengan nilai-nilai syariah, memastikan keadilan dan keberkahan dalam bisnis.

Kata Kunci: Inovasi; Digital Marketing; Pemasaran Syariah

THE ORIGINALITY STATEMENT SHEET



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DECLARATION

I here by,

Name : Indah Fauziah

Registration Number : 422021328055

Faculty : Sharia

Department : Islamic Economic Law Department

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Reg. No 422021328055

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SUPERVISOR DECISION LETTER

The Honorable,
Dean of Sharia Faculty
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Bismillahirrahmanirrahim
Assalamu 'alaikum Warahmatullahi Wabarakatuh

I have to honour to present this thesis written by:

Name	: Indah Fauziah
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Faculty	: Sharia
Department	: Islamic Economic Law
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It has been processed and corrected to meet the practical requirement to obtain the Bachelor's Degree (S1) in the Islamic Economic Law, Sharia Faculty University of Darussalam Gontor. Therefore, we hope this thesis could be examined.

Hopefully, this thesis will be useful for religion, nation, and the development of an educational institution
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08 th	February	2025 M
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Ahmad Muqorobin, S.H.I., M.A., Ph.D.
NIY. 150503

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DECISION OF THE TEAM

The committee of the thesis examination in partial fulfillment of the requirements for the degree of Licentiate in Islamic Education in the Faculty of Sharia, University of Darussalam Gontor, Indonesia, declared that the thesis written by:

Name : Indah Fauziah
Reg. Number : 422021328055
Tittle : Innovation of Marketing Digitalization In "Mangathat" Product:
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Has been examined by the board of examiners of the Bachelor's Degree (S1) on Department of Islamic Economics Law Faculty of Sharia University of Darussalam Gontor on 20 of February 2025.

The board of examiners has decided to grant her pass in the thesis examination. Hence, she is eligible to be awarded the degree of Licentiate in the Islamic Economics Law Department in the Faculty of Sharia.

Board Examiner
Supervisor

Ahmad Muqorobin, S.H.I., M.A., Ph.D
NIY. 150503


1st Examiner

May Shinta Retnowati, S.H. M.E
NIY. 180649

2nd Examiner

Devid Frastiawan Amir Sup, S.H.I, M.E.
NIY. 180628

ACCEPTANCE LETTER

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The Faculty of Sharia, University of Darussalam Gontor, Ponorogo Indonesia has received a thesis written by:	
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Reg. Number	: 422021328055
Tittle	: Innovation of Marketing Digitalization In "Mangathat" Product: an Islamic Marketing Perspective
In partial fulfillment of the requirement for the degree of Licentiate in Islamic Economics Lawe Department in the Faculty of Sharia, academic year 1445-1446/2024-2025.	
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MOTTO

قَالَ اللَّهُ تَعَالَى فِي كِتَابِ الْكَرِيمِ
أَعُوذُ بِاللَّهِ مِنَ الشَّيْطَانِ الرَّجِيمِ

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

إِنَّ اللَّهَ يَأْمُرُ بِالْعَدْلِ وَالْإِحْسَانِ وَإِيتَايَ ذِي الْقُرْبَىٰ وَيَنْهَىٰ عَنِ الْفَحْشَاءِ وَالْمُنْكَرِ وَالْبَغْيِ يَعِظُكُمْ
لَعَلَّكُمْ تَذَكَّرُونَ

**“Verily, Allah enjoins justice, doing good, and aiding relatives. He (also)
forbids evil deeds, wrongdoing, and enmity. He gives you lessons that you
may remember.”**

(Q.S. An-Nahl: 90)

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DEDICATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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Mantingan, 30 January 2025

My Regards,



Indah Fauziah

Reg No. 42.2021.328055