

CHAPTER I

INTRODUCTION

1.1 Background of Study

The economy in Indonesia has started to improve since COVID-19, as seen in the development of every sector, including Tourism, MSMEs, and other economic sectors.¹ Indonesia is one of the countries in the transition stage of the Industrial Revolution 4.0, where the role of technology integration must be utilised in several sectors, especially the industrial sector.² With digital technology, a country can push its economy towards a digital economy.³ The convenience and speed offered in a digital economy have globalized economic actors' supply and demand patterns in several fields, such as marketing, purchasing and distributing products, payment systems, etc.⁴

In an increasingly globalized and intensively competitive world, it has become an irreversible trend that e-commerce.⁵ Entrepreneurship plays a vital role in the economy on any scale.⁶ Technological development will always continue to go hand in hand with scientific progress. Every breakthrough aims to provide new ways to improve people's lives, provide positive benefits, and increase overall convenience.⁷

¹ I Gede Bayu Wirayudha and Dewa Gde Yoga Permana, "Perkembangan Ekonomi Digital Terhadap Pertumbuhan Ekonomi Daerah Bali" 1, no. 4 (2023): Hal. 289.

² Yovita Insan Perwita Utami and Deja Firda Lupitasari, "Ketenagakerjaan Dalam Era Ekonomi Digital," *BESTARI: Buletin Statistika Dan Aplikasi Terkini* Vol. III (2022): Hal. 39.

³ Sindy Lita Kumala, "Perkembangan Ekonomi Berbasis Digital Di Indonesia," *Journal of Economics and Regional Science* 1, no. 2 (2022): Hal. 110, <https://doi.org/10.52421/jurnal-esensi.v1i2.190>.

⁴ Badan Pusat Statistik, "Survei E-Commerce 2021, 'Memperkuat Ketahanan Ekonomi Untuk Pertumbuhan Yang Berkualitas,'" Badan Pusat Statistik, 2021, <https://boyolalikab.bps.go.id/news/2021/09/01/289/survei-e-commerce-2021-----memperkuat-ketahanan-ekonomi-untuk-pertumbuhan-yang-berkualitas---.html>.

⁵ Reza Nur Rosiyana, Ivan Kalka Iskandar, Melyana Agustin, and Senny Luckyardi, "A NEW DIGITAL MARKETING AREA FOR E-COMMERCE BUSINESS," *International Journal of Research and Applied Technology* 1, no. 2 (2021): Hal. 371.

⁶ Juntao Li, "The Revolution of Entrepreneurship Through E-Commerce Model: Questionnaire-Based Research in China," *Journal of Electronic Research and Application* 5, no. 5 (2021): Hal. 12, <https://doi.org/10.26689/jera.v5i5.2508>.

⁷ Mohamad Trio Febriyantoro and Debby Arisandi, "Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean," *JMD: Jurnal Riset Manajemen & Bisnis Dewantara* 1, no. 2 (2018): 61–76, <https://doi.org/10.26533/jmd.v1i2.175>.

Digital marketing is the development of traditional marketing activities carried out face-to-face. These changing marketing activities can now pass through marketing, which allows broad access to all individuals without being bound by distance or time.⁸ This makes it easier for consumers to shop without leaving home or making online transactions. Currently, applications for payment transactions can use OVO, Dana, ShopeePay, and Gopay.⁹ You can also pay on the spot when ordering.

The development of digital marketing has had a significant impact on micro, small, and medium enterprises (MSMEs). Through digital platforms such as social media, websites, and e-commerce¹⁰, MSMEs now have wider access to reach potential customers. With relatively low costs, digital marketing allows MSMEs to promote their products and services more effectively and efficiently. In addition, using digital analytics tools helps MSMEs understand consumer behaviour and adjust their marketing strategies to increase sales. This digital transformation improves the visibility and competitiveness of MSMEs and opens up new opportunities for business growth and expansion in the broader market.¹¹

MSMEs are huge in Indonesia's economic growth, accounting for 99% of all business units. By 2023, the number of MSME businesses will reach around 66 million. MSMEs contribute 61% of Indonesia's Gross Domestic Product (GDP), equivalent to Rp9,580 trillion. MSMEs absorb around 117 million workers (97%) of the total workforce.¹²

Along with current business developments and increasing production, many MSME empowerment efforts also need to expand product marketing because MSMEs in Indonesia generally experience difficulties in development, and one of

⁸ Ananda Mega Pratiwi and Abdur Rohman, "Penerapan Strategi Digital Marketing Dalam Meningkatkan Omset Dengan Pendekatan Analisis Swot Perspektif Marketing Syariah Pada Toko Fihadaessie Surabaya," *Jesya* 6, no. 1 (2023): hlm. 882, <https://doi.org/10.36778/jesya.v6i1.1018>.

⁹ Kumala, "Perkembangan Ekonomi Berbasis Digital Di Indonesia," Hal. 113.

¹⁰ Ismatul Khayati, "Digital Marketing Perspektif Etika Bisnis Islam," *Jurnal Koperasi Dan Manajemen* 03 Nomor 0, no. P-ISSN : 2722-6123 – E-ISSN : 2809-1213 (2022): hlm. 13.

¹¹ Adelyn Mardohar Hasianna Togatorop, Dinar Widyasari Darmawan, and Retno Hidayati, "Transformasi Digital Dalam Mencapai Keberlanjutan Di Bidang Ekonomi Dan Keuangan," *Prosiding Management Business Innovation Conference (MBIC)* 7, no. 1 (2024): Hal. 16, <https://jurnal.untan.ac.id/index.php/MBIC/index%0AMagister>.

¹² KADIN INDONESIA, "UMKM Indonesia," KADIN INDONESIA, n.d., <https://kadin.id/data-dan-statistik/umkm-indonesia/>.

the causes is limited marketing coverage.¹³ Increased sales can also be called increased buying and selling activities. Initially, the term market meant a place where buyers and sellers gathered to exchange their goods, such as a village square or market, which refers to a collection of buyers and sellers conducting transactions in a particular product class.¹⁴ In a broader sense, marketing seeks to get a response to an offer, where the main activity is to offer goods and services to the targeted market to meet market expectations and needs. This response may re-emphasize the product's value in marketing to attract consumer attention.

Sharia marketing is a business strategy concept in Islam that disciplines creating, offering, and changing value from one initiator to its stakeholders. This process must be guided by the contracts and principles of *muamalah* in Islam, such as honesty, justice, transparency, ethics, and morals.¹⁵ In Islam, an entrepreneur is not just looking for profit but for blessings, namely business stability, by obtaining reasonable profits and getting the pleasure of Allah SWT.¹⁶ This foundation is a sharia or legal guidance for conducting business activities.¹⁷ Sharia marketing refers to aspects of the world oriented towards goodness, always emphasized by the Qur'an and As-Sunnah and strengthened by *Ijma* and *qiyas* for True Happiness (*Falah*).

There have been many studies on digital marketing in MSMEs, especially related to the effectiveness of digital marketing strategies in improving business competitiveness. Some previous studies discuss the use of digital media in MSME marketing, the implementation of Islamic business ethics in marketing strategies,

¹³ Mila Sari Nurasyiah and Uus Mohammad Darul Fadli, "Strategi Digital Marketing Dalam Meningkatkan Omset Penjualan Pada Umkm Warung Jepang Mami Ale Telagasari," *PRIMER: Jurnal Ilmiah Multidisiplin* 1, no. 3 (2023): hlm 323, <https://doi.org/10.55681/primer.v1i3.151>.

¹⁴ Junaidi Abdillah and Suryani Suryani, "FIQH PEMASARAN (Melacak Gagasan Syaria'ah Marketing Hermawan Kartajaya)," *Istinbath* 18, no. 1 (2019): 101–21, <https://doi.org/10.20414/ijhi.v18i1.152>.

¹⁵ Hermawan Kartajaya Muhammad Syakir Sula Dan, *Syariah Marketing* (Bandung: PT Mizan Pustaka, 2006), hlm. 26.

¹⁶ Riskun Iqbal, "Digital Marketing Perspektif Etika Bisnis Islam," *Jurnal Muftadiin* 8 No.02, no. ISSN: 2461-128X (2022): Hal.251, <https://journal.an-nur.ac.id/index.php/muftadiin>.

¹⁷ Fatkhur Rohman Albanjari et al., "Strategi Pemasaran Syariah Dalam Upaya Meningkatkan Penjualan (Studi Pada Ud . Sari Murni / Jenang Tradisional Lasimun Kecamatan Boyolangu Kabupaten Tulungagung) Sharia Marketing Strategy In An Effort To Increase Sales (Study at Ud . Sari Murni / Jenan," *IQTISADIE: JOURNAL OF ISLAMIC BANKING AND SHARIAH ECONOMY* 2, no. 2 (2022): Hal. 169.

and the impact of digital marketing on increasing turnover. However, these studies have not specifically examined how digital marketing innovations are applied to certain products, such as Mangathat, which carries the concept of halal and healthy food. In addition, not many studies have highlighted the link between digital marketing and sharia marketing principles, such as honesty (Shiddiq), transparency (Tabligh), and trustworthiness in business (Amanah), and how these principles are applied in online marketing strategies. Therefore, this research seeks to fill the gap by deeply analyzing the implementation of marketing digitalization innovations in Mangathat products based on the Islamic marketing perspective.

Mangathat started using digital marketing strategy methods from its inception. Through digital marketing, a business can build, improve, and maintain its reputation online. Due to the ease of access available today, the number of people who can access the Internet is increasing daily. Since digital marketing allows digital businesses to conduct massive and measurable marketing, promotional efforts become more effective as they can reach the right target market. As a result, marketing costs tend to be cheaper while still obtaining optimal results.

Research on marketing digitalization in MSMEs has been widely conducted, such as research by Mar'atus Sholehah (2023)¹⁸ Who reviewed marketing strategies through digital media from the perspective of Islamic business ethics, and Via Syifaul Awwaliyah(2023)¹⁹ Who discussed the implementation of sharia digital marketing in medium-sized businesses. In addition, Ludfi Karinasari (2022)²⁰ Examined the role of digital marketing and product innovation in improving purchasing decisions. However, these studies have not explicitly examined how marketing digitalization innovations are applied to specific products by considering Sharia marketing principles. In addition, research linking marketing digitalization with its benefits in Sharia-based businesses is still limited, especially in the context of MSMEs in Indonesia. Therefore, this research aims to complement

¹⁸ Mar'atus Sholehah, "Analisis Strategi Pemasaran Melalui Media Digital Dilihat Dari Perspektif Etika Bisnis Islam (Studi Kasus Di Usaha Tapis Lampung Ethnica Desa Sumbergede Kec. Sekampung, Lampung Timur)" (Institut Agama Islam Negeri (IAIN) Merto, 2023).

¹⁹ Via Syifaul Awwaliyah, "Implementasi Pemasaran Digital Syariah Pada Usaha Menengah (Studi Kasus Warung Makan Pecak Belut Bu Niti Desa Tegalmati Kecamatan Petarukan Kabupaten Pematang)" (Universitas Islam Negeri K.H. Abdurrahman Wahid Pekalongan, 2023).

²⁰ Ludfi Karinasari, "Peran Digital Marketing Dan Inovasi Produk Dalam Meningkatkan Keputusan Pembelian Toko Karina Snacks" (Universitas Islam Sultan Agung Semarang, 2022).

the studies that have not been widely studied in previous studies by examining the application of marketing digitalization innovations in Mangathat products from the perspective of sharia marketing, to increase turnover and expand market reach, to provide a more comprehensive understanding of marketing strategies that are by sharia principles and their impact on MSME business growth.

The novelty of this research lies in the approach used, which connects digital marketing strategies with sharia marketing principles in one specific case study. Different from previous studies that generally discuss digital marketing in general in MSMEs, this research will explore how the application of digital marketing in Mangathat products is not only oriented towards increasing turnover but also on business blessings through Islamic values. In addition, this research will provide recommendations for Islamic-based digital marketing strategies that can be a reference for other halal MSMEs in developing their businesses in the digital era.

From this background, the author decided to examine further innovation in improving product quality with a marketing digitization system by Islamic marketing. The author is interested in conducting research with the title **“Innovation of Digitalization Marketing in Mangathat Product: an Islamic Marketing Perspective.”**

1.2 Formulation of the Problem

Thus, in writing this research, the following problems are formulated:

- 1.2.1 How is the innovation of digitalization marketing in Mangathat products?
- 1.2.2 How is the innovation of digitalization marketing in Mangathat products from Islamic marketing perspective?

1.3 Objective of Research

From the formulation of the problem above, the objectives of this study are:

- 1.3.1 To find out the innovation of digitalization marketing on Mangathat products.
- 1.3.2 To find out the innovation of digitalization marketing in Mangathat products from Islamic marketing perspective.

1.4 Benefit of Research

This research is intended to provide benefits, including the following:

1.4.1 Theoretical Significance

- 1.4.1.1 Can add insight into knowledge in marketing digitalization innovation in mangathat products in Malang.
- 1.4.1.2 Adding study material in the study of marketing digitalization innovation through a sharia marketing perspective.
- 1.4.1.3 This research is expected to expand and enrich the scientific treasury, especially in marketing digitalization innovation in a product.

1.4.2 Practical Significance

- 1.4.2.1 For the object under study, the Mangathat product in Malang city and the surrounding business actors, this research is expected to improve the quality of their products and expand market reach.
- 1.4.2.2 For researchers, this research can show how the application of sharia digital marketing can be a competitive advantage for products such as MANGATHAT, thus helping other MSMEs to adopt a similar approach and strengthen their position in the market.
- 1.4.2.3 For others, this research can help other MSMEs to see examples of effective and efficient digital marketing implementation, while maintaining compliance with sharia principles. This can improve marketing efficiency and provide more optimal results.

1.5 Literature Review

The literature review is helpful as a reference relevant to previous research. The researcher provides references related to this research below, including:

The first research is a thesis researched by Siska Teranisa Fatika with the title **Application of POEM (Paid, Owned, and Earned Media) Digital Marketing Media in Improving Brand Image (Case Study of IKATIKET Fashion Brand), 2023**,²¹ The method used in this research is field research, which explores data sourced from field research locations and is descriptive qualitative. The results of this study can conclude that the application of POEM (Paid, Owned, and Earned Media) digital marketing media in improving brand image has been

²¹ Siska Teranisa Fatika, "Penerapan Media Digital Marketing POEM (Paid, Owned, Dan Earned Media) Dalam Meningkatkan Brand Image (Studi Kasus Brand Fashion IKATIKET)" (Universitas Islam Negeri Walisongo Semarang, 2023).

successfully applied by Ikatiket. It can be seen from the application of Paid media in the form of Instagram Ads and Paid Endorsement, Owned press in the form of Instagram and TikTok social media, and Earned media in the form of likes, comments, mentions, and media coverage. Meanwhile, efforts to improve brand image through applying POEM digital marketing media include setting a vision and mission, setting consumer targets, determining product design and quality, setting marketing strategies, and building good servants. The impact of the application is the increase in the number of Ikatiket followers on Instagram and TikTok social media, as well as the rise in sales in 2022. The equation with researchers is that both discuss digital marketing. The difference with researchers is that it lies in the variables used by researchers, namely the application of POEM, and there is no review. In contrast, researchers discuss marketing digitalization innovations and are reviewed from Islamic marketing.

The second research is a thesis researched by Syahrul Aulia Rachmad with the title **Analysis of Digital Marketing Strategy Viewed from Islamic Business Ethics (Case Study of Khalif's Official Shop Bandung), 2022**²² The method used in this research is field research by exploring data sourced from field research locations and is descriptive qualitative. The results of this study show that the Digital Marketing Strategy at Khalif's Official Shop, Bandung, uses three aspects of Digital Marketing, which aim to provide direction to determine and build market segmentation for Khalif's products. The three aspects consist of accessibility, interactivity, and credibility. Research on Digital Marketing Strategy in terms of Islamic Business Ethics. The similarity between the researchers is that both discuss Islamic business ethics from the object under study. The difference between researchers and researchers lies in discussing digital marketing strategies and their reviews.

The third research is a thesis researched by Irmayani with the title **The Role of Digital Marketing in Increasing Sales Turnover in Micro Business Actors during the Covid-19 Pandemic in the Perspective of Islamic Business Ethics,**

²² Syahrul Aulia Rachmad, "Analisis Strategi Digital Marketing Ditinjau Dari Etika Bisnis Islam (Studi Kasus Khalif's Official Shop Bandung)" (Universitas Islam Negeri Sunan Ampel Surabaya, 2022).

2022,²³ The results of this discussion aim to determine the role of digital marketing in increasing sales turnover in micro-business actors during the covid 19 pandemic at Arya Azril's Typical Bugis Tape Snacks to find out the perspective of Islamic Business Ethics in addressing the role of digital marketing to increase sales turnover in micro-business actors during the covid 19 pandemic at Arya Azril's Typical Bugis Tape snacks. The method used in this research is field research by exploring data sourced from field research locations and is descriptive qualitative. The equation with researchers is that both discuss digital marketing from the perspective of Islamic business ethics. The difference between researchers lies in discussing increasing sales turnover and their reviews.

The fourth research is a thesis researched by Putri Nazhifa Farahdinna with the title **Implementation of Digital Marketing Strategies in Micro, Small and Medium Enterprises in the Culinary Sector in Banda Aceh City Based on Islamic Economic Perspectives, 2022**,²⁴ The method used in this research is field research, which explores data sourced from research locations in the field and is descriptive and qualitative. The results of this study indicate that the digital marketing strategy carried out by MSME players in Banda Aceh City is in the form of marketing through social media facilities and e-commerce applications such as Grab Food and Go Food. The impact of digital marketing on increasing company profits is not yet significant. However, digital marketing-based marketing can positively impact the sustainability of MSMEs in Banda Aceh City. The equation with the researcher is that both discuss the Digital marketing strategy. The difference between researchers and researchers lies in the discussion, namely in the subject and the research object.

The fifth research is a thesis researched written by Dimas Darmawan with the title **Digital Marketing Strategy in Increasing Property Sales Volume in the Perspective of Islamic Economics (Study at PT Griya Anisa Group, Bandar**

²³ Irmayani, "Peran Digital Marketing Dalam Meningkatkan Omset Penjualan Pada Pelaku Usaha Mikro Di Masa Pandemi Covid 19 Dalam Pesrpektif Etika Bisnis Islam" (Universitas Islam Negeri Datokarama Palu, 2022).

²⁴ Putri Nazhifa Farahdinna, "Penerapan Strategi Digital Marketing Pada Usaha Mikro Kecil Dan Menengah Sektor Kuliner Di Kota Banda Aceh Berdasarkan Perspektif Ekonomi Islam" (Universitas Islam Negeri Ar-Raniry Banda Aceh, 2022).

Lampung City), 2024,²⁵ The method used in this research is field research, which explores data sourced from research locations in the field and is descriptive and qualitative. The results of this study indicate that PT Griya Anisa Group's digital marketing strategy positively impacts property sales volume, with four components that can influence buyers: product, price, place, and promotion. The equation with researchers is that both discuss digital marketing strategies. The difference between researchers and researchers is that it lies in the discussion, namely regarding the discussion or research subject and object of research, along with an Islamic economic perspective. In contrast, researchers use an Islamic marketing perspective.

Previous research has discussed digital marketing strategies in various contexts, including the application of POEM in improving brand image (Fatika, 2023), analysis of digital marketing strategies based on Islamic business ethics (Rachmad, 2022), and the role of digital marketing in increasing micro business turnover during the pandemic (Irmayani, 2022). In addition, some studies highlight the implementation of digital marketing strategies in the culinary MSME sector (Farahdinna, 2022) and the property industry with an Islamic economic approach (Darmawan, 2024). The similarity of these studies is that they focus on digital marketing, both in increasing sales and building brand image, and some examine the Islamic perspective in its application. However, this research has novelty in several aspects. Unlike previous studies that discuss marketing strategies in general or their impact on turnover, this study more specifically analyzes Mangathat's marketing digitalization innovation by emphasizing its implementation from a Sharia marketing perspective. This study not only reviews the digital marketing strategy used but also evaluates its compliance with Sharia principles, such as transparency, honesty, justice, and halalness in every aspect of marketing. Thus, this study makes a new contribution to understanding how digital marketing can be applied innovatively and by Islamic values in halal culinary businesses, making it a more comprehensive study than previous studies.

²⁵ Dimas Darmawan, "Strategi Digital Marketing Dalam Meningkatkan Volume Penjualan Property Pada Perspektif Ekonomi Islam (Studi Pada PT Griya Anisa Group Kota Bandar Lampung)" (Universitas Islam Negeri Radin Intan Lampung, 2024).

1.6 Research Method

1.6.1 Type of Research

This research is a qualitative field research. Field research procedures that produce descriptive data, in the form of written or oral data from people or observed behavior.²⁶ Therefore, in this study, every symptom related to marketing digitalization innovation is carried out. The data will be studied with the eyes of Islamic marketing which will be studied thoroughly and in depth and strive to provide deep meaning about the phenomena found. For Mangathat products themselves, they have used digital marketing strategies since they started their business, namely with e-commerce media including Shopee, Instagram, and Tiktok. Thus, between one symptom and another, they will be interrelated.

1.6.2 Research Object

The research object in this study is Mangathat MSME, an MSME established on 20 May 2016 to develop its products and provide benefits to its consumers. Mangathat is located in the IKIP housing estate, Tegalgondo Village, Karangploso District, Malang Regency. Which examines the implementation of marketing digitalization and marketing strategies from a sharia marketing perspective.

1.6.3 Data Source

What is meant by data sources in research is the subject from which data can be obtained.²⁷ In this study using two types of data sources, namely:

1.6.3.1 Primary Data

Primary data in this study was obtained through interviews with the owner of Mangathat and observation of the digital marketing strategy implemented. Primary data in this study came from interviews with Elvina Rosa as the owner of Mangathat MSMEs. Researchers use the theories of digital marketing innovation, digital marketing strategies, types of digital marketing,

²⁶ Lexy J. Moleong, *Metodologi Penelitian Kualitatif* (Bandung: PT Remaja Rosdakarya, 2021), hlm. 11.

²⁷ Suharsimi Arikunto, *Prosedur Penelitian Suatu Pendekatan Praktik* (Jakarta: Rineka Cipta, 2010), hlm. 129.

advantages and disadvantages of digital marketing, sharia marketing, and Islamic marketing ethics in their research.

1.6.3.2 Secondary Data

Secondary data, namely data collected secondhand or from other sources, has been available before the research was conducted.²⁸ In this research, secondary data can be in the form of data obtained from the library, in the form of books on brochures, websites, invoices that support research data.

1.6.4 Data Collection

1.6.4.1 Observation

Researchers made direct observations of the application of digital marketing on Mangathat products regarding transparency in digital marketing, where every product promoted on social media has complete information regarding raw materials, prices, and halal certification. In addition, the process of interaction with customers is carried out with a fast and professional response by sharia principles in trade.

1.6.4.2 Interview

The interview method interview is a conversation conducted by two parties, namely the interviewer who asks questions and the interviewee who answers the questions.²⁹ Interviews were conducted directly with the owner of Mangathat, Elvina Rosa, for three interviews.

In this case the researcher used structured interviews. Structured interviews are interviews that are carried out in a planned manner guided by a list of questions that have been prepared in advance, this aims to make the questions right on target and not deviate from the formulation of problems and indicators.

²⁸ Ulber Silalahi, *Metode Penelitian Sosial* (Bandung: PT. Refika Aditama, 2012), hlm. 289.

²⁹ Anas Sudijono, *Pengantar Evaluasi Pendidikan* (Jakarta: Rajawali Press, 2011), hlm. 82.

1.6.4.3 Documentation

Documentation is data collection by taking data from records, forms of sound recordings, video recordings, photographs, other forms that can be used as evidence of information³⁰ with the problem under study. Researchers collected documents in the form of photos of the Mangathat production process, screenshots of digital promotions on Instagram and Shopee, and recorded interviews with business owners. This documentation is used to see how digital marketing strategies are applied in sharia-based marketing.

1.6.5 Data Analysis

In analyzing the data, the author uses qualitative data analysis techniques or uses descriptive qualitative, namely analyzing, describing and summarizing various conditions, from various data collected in the form of interviews or observations regarding various problems studied and occurring in the field. The function of descriptive analysis is to provide an overview of the data that has been obtained. This overview can be a reference to see the characteristics of the data we get.³¹

The descriptive analysis used by researchers is to evaluate the results of interviews and direct observations in the field about the implementation of digitalization marketing on mangathat products to obtain results that can be concluded and verified. The tool used to analyze is Islamic marketing. This research explains how the implementation of digitalization marketing on mangathat products according to the Islamic marketing perspective.

Data processing methods in descriptive analysis in this research is done through several stages. First, data reduction, which is the process of sorting and simplifying data from interviews, field notes, and observations to focus on information that is relevant to the research objectives. Second, data presentation is done by arranging data systematically in the form of descriptive narratives that make it easier for researchers to understand the

³⁰ Ratri Ayumsari, "Peran Dokumentasi Informasi Terhadap Keberlangsungan Kegiatan Organisasi Mahasiswa," *Tibannbaru : Jurnal Ilmu Perpustakaan Dan Informasi* 6, no. 1 (2022): hlm. 64, <https://doi.org/10.30742/tb.v6i1.2044>.

³¹ Jalaluddin Rakhmat, *Metode Penelitian Komunikasi* (Bandung: PT Remaja Rosdakarya, 2006).

relationship between data. Finally, conclusion drawing, where researchers verify findings by matching data from various sources to ensure validity and produce analysis that is by Islamic marketing.

1.7 Systematic Writing

This writing consists of 4 (four) chapters, and each chapter consists of several sub-chapters arranged and related to each other until they become one description. As follows:

A. Chapter I

This chapter explains the background of the research that focuses on marketing digitalization innovations in marketing Mangathat products based on a Sharia marketing perspective. Marketing digitalization is an important strategy for increasing market reach, promoting efficiency, and building customer trust while prioritising Islamic principles, such as honesty, transparency, and fairness. The proposed problem formulation is how the marketing digitalization innovation on Mangathat products is implemented and how far it is based on Sharia marketing principles. This research aims to analyze the digital marketing strategy implemented, assess its suitability with the concept of Islamic marketing, and make academic and practical contributions to developing competitive halal businesses in the digital era.

B. Chapter II

This chapter explains the background of the research that focuses on marketing digitalization innovations in marketing Mangathat products based on a Sharia marketing perspective. Marketing digitalization is an important strategy for increasing market reach, promoting efficiency, and building customer trust while prioritising Islamic principles, such as honesty, transparency, and fairness. The proposed problem formulation is how the marketing digitalization innovation on Mangathat products is implemented and how far it is based on Sharia marketing principles. This research aims to analyze the digital marketing strategy implemented, assess its suitability with the concept of Islamic marketing, and make academic and practical contributions to developing competitive halal businesses in the digital era.

C. Chapter III

This chapter explains the background of the research that focuses on marketing digitalization innovations in marketing Mangathat products based on a Sharia marketing perspective. Marketing digitalization is an important strategy for increasing market reach, promoting efficiency, and building customer trust while prioritising Islamic principles, such as honesty, transparency, and fairness. The proposed problem formulation is how the marketing digitalization innovation on Mangathat products is implemented and how far it is based on Sharia marketing principles. This research aims to analyze the digital marketing strategy implemented, assess its suitability with the concept of Islamic marketing, and make academic and practical contributions to developing competitive halal businesses in the digital era.

D. Chapter IV

The last chapter contains conclusions and suggestions. The conclusions summarize the research results showing that marketing digitalization innovations in Mangathat products have increased market reach and built customer trust. From a Sharia marketing perspective, the strategies implemented have prioritized the principles of halalness, transparency, justice, and Islamic business ethics. I have suggested to Mangathat that they continue developing digital marketing strategies that follow Sharia principles and optimize the use of wider digital platforms. Future researchers should further research the effectiveness of Sharia-based digital marketing in other MSMEs to enrich their knowledge in this field.