

TABLE OF CONTENTS

ABSTRACT	i
ABSTRAK.....	ii
DECLARATION.....	iv
MOTTOES.....	vii
DEDICATION	viii
ACKNOWLEDGMENT	ix
TABLE OF CONTENTS	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
CHAPTER I	1
INTRODUCTION.....	1
1.1. Background of Study	1
1.2. Scope of Research.....	7
1.3. Problem Formulation.....	8
1.4. Research Objectives.....	8
1.5. Research Benefits.....	9
1.6. Discussion Systematics.....	10
CHAPTER II.....	12
LITERATURE REVIEW	12
2.1 Previous Research	12
2.1.1. The Utilization of Digital Marketing by MSME Actors	12
2.1.2. Digital Marketing in Sharia Perspective	15
2.1.3. Implementation of Sharia Compliant Marketing by MSMEs..	18
2.1.4. Spiritual Well-Being in the Context of Business Activities.	22
2.2 Theoretical Foundations.....	27
2.2.1 MSME.....	27
2.2.2 Digital Marketing	34
2.2.3 Sharia Compliant Marketing	46
2.2.4 Spiritual Well-Being.....	58

2.3	Theoretical Framework	65
CHAPTER III		68
RESEARCH METHODOLOGY		68
3.1	Types of Research.....	68
3.2	Research Source	69
3.3	Data Collection Techniques	70
3.4	Data Analysis Techniques.....	74
CHAPTER IV		85
RESULT AND DISCUSSION.....		85
4.1.	Data Display of Digital Marketing Implementation in Sidoarjo MSMEs	85
4.2.	Data Analysis	90
4.2.1.	Forms and Strategies for Implementing Digital Marketing Carried Out by MSMEs in Sidoarjo.....	90
4.2.2.	Appropriateness of Digital Marketing with Sharia-Compliant Marketing Principles	110
4.2.3.	The Contribution of Sharia Compliant Marketing to Spiritual Well-Being.....	121
CHAPTER V		129
CONCLUSION		129
5.1.	Conclusion.....	129
5.2.	Research Implication	131
5.2.1.	Theoretical Implication.....	131
5.2.2.	Practical Implication	131
5.3.	Suggestion	132
REFERENCES		134
APPENDIX		166

LIST OF TABLES

Table 1. Data on the Number of MSMEs in Indonesia.....	2
Table 2. List of MSMEs in Sidoarjo	72
Table 3. Open Coding.....	78
Table 4. List of Digital Platform Usage by MSMEs in Sidoarjo	100



LIST OF FIGURES

Picture 1. Digital Portrait of Indonesia February 2025	4
Picture 2. Theoretical Framework for Identifying Sharia Compliant Marketing's Contribution to Spiritual Well-Being	67
Picture 3. Illustration of the Data Analysis Process	76
Picture 4. Results of Open Coding Analysis on the Product Aspect of MSMEs in Sidoarjo	90
Picture 5. Product Color and Size Variations	94
Picture 6. Results of Open Coding Analysis on the Price Aspect of MSMEs in Sidoarjo	95
Picture 7. Product List Price	97
Picture 8. Results of Open Coding Analysis on the Place Aspect of MSMEs in Sidoarjo	99
Picture 9. Product Assortment Displayed on Social Media	102
Picture 10. Digital Location and Inventory Display through Social Media and Marketplace	104
Picture 11. Results of Open Coding Analysis on the Promotion Aspect of MSMEs in Sidoarjo	106
Picture 12. Educational Content in Digital Promotion	108
Picture 13. Results of Open Coding Analysis on the Integration of Spirituality in Business Activities	110
Picture 14. Halalan Thayyiban Practices in Healthy Food Products	112
Picture 15. Results of Open Coding Analysis on Honesty in Communication and Transactions	114
Picture 16. Product Testimonials	115
Picture 17. Results of Open Coding Analysis on the Trustworthiness in Business	117
Picture 18. Results of Open Coding Analysis on Avoiding The Practice of Riba and Gharar in Transactions	119
Picture 19. Results of Open Coding Analysis on Spiritual Well-Being	121