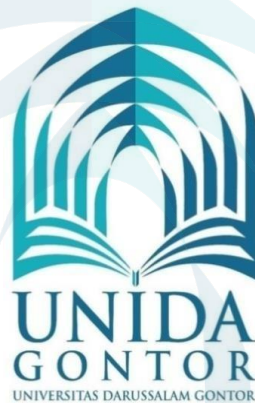


IMPLEMENTATION OF SHARIA COMPLIANCE IN DIGITAL MARKETING AT SIDOARJO MSMEs TO IMPROVE SPIRITUAL WELL-BEING

THESIS

Submitted to the Department of Islamic Economics Law
for the Master Degree



By:

Difa'ul Haq Azuha

Reg. Number: 452024837022

**DEPARTMENT OF ISLAMIC ECONOMICS LAW
POSTGRADUATE PROGRAM
UNIVERSITY OF DARUSSALAM GONTOR
PONOROGO-INDONESIA**

1447 H/2025 M

**IMPLEMENTATION OF SHARIA COMPLIANCE IN DIGITAL
MARKETING AT SIDOARJO MSMEs TO IMPROVE SPIRITUAL
WELL-BEING**

THESIS

**Presented to the Postgraduate Program of the University of Darussalam
Gontor in partial fulfillment of the requirements for completing a
Master Program in Department of Islamic Economics Law**

By:

Difa'ul Haq Azuha

Reg. Number: 452024837022

Supervisor:

Assoc. Prof. Dr. Syamsuri, M.Sh

**DEPARTMENT OF ISLAMIC ECONOMICS LAW
POSTGRADUATE PROGRAM**

**UNIVERSITY OF DARUSSALAM GONTOR
PONOROGO-INDONESIA**

1447 H/2025 M



UNIDA
GONTOR

UNIVERSITAS DARUSSALAM GONTOR

ABSTRACT

Difa'ul Haq Azuha, 2025, *Implementation of Sharia Compliance in Digital Marketing at Sidoarjo MSMEs to Improve Spiritual Well-Being*. Supervisor: Assoc. Prof. Dr. Syamsuri, M.Sh

Keywords: MSME, Digital Marketing, Sharia Marketing, Spiritual Well-Being, Sharia Compliant.

The phenomenon of increasing the use of digital marketing by MSME actors shows a positive adaptation to technology development. However, behind this progress have emerged various ethical problems, so this condition indicates the need to apply the principles of Sharia Compliant Marketing which emphasizes spiritual responsibility in digital marketing practices. So that it is hoped that this will not only be a solution to business ethics problems, but can also contribute to the formation of the spiritual well-being of business actors.

This study aims to analyze the implementation of digital marketing by Micro, Small, and Medium Enterprises (MSMEs) in Sidoarjo Regency, assess its suitability with the principles of Sharia Compliant Marketing, and identify its contribution to the formation of the spiritual well-being of business actors.

This study uses a qualitative research method with a case study approach. In data collection, researchers used interviews, documentation and observations. This study uses purposive sampling techniques in determining informants. Meanwhile, in analyzing the data, the researcher used thematic analysis with the help of the Atlas.ti.9 software.

The results of the study show that the implementation of digital marketing in Sidoarjo MSMEs has been carried out adaptively through the use of social media, marketplaces, and effective digital content strategies. In addition, the application of Sharia Compliant Marketing principles is reflected through the integration of spiritual values in business activities, honesty in communication, trustworthiness, and efforts to avoid the practice of riba and gharar in transactions. The application of these values not only strengthens business ethics and consumer trust but also contributes to the spiritual well-being of business actors, which is characterized by increased calmness, closeness to Allah SWT, and blessings in business.

Based on the results of the research, it is hoped that MSME actors can continue to optimize the use of digital marketing by internalizing Islamic ethical and spiritual values in each of their business activities. The government and related institutions are expected to play an active role in providing mentoring and training programs for digital marketing based on Sharia principles that balance technical and spiritual aspects.

ABSTRAK

Difa'ul Haq Azuha, 2025, *Implementasi Kepatuhan Syariah dalam Pemasaran Digital pada UMKM di Sidoarjo untuk Meningkatkan Kesejahteraan Spiritual*. Pembimbing: Assoc. Prof. Dr. Syamsuri, M.Sh

Kata kunci: UMKM, Digital Marketing, Syariah Marketing, Kesejahteraan Spiritual, Kepatuhan Syariah.

Fenomena meningkatnya penggunaan digital marketing oleh pelaku UMKM menunjukkan adaptasi positif terhadap pengembangan teknologi. Namun, di balik kemajuan tersebut muncul berbagai permasalahan etika, sehingga kondisi ini menandakan perlunya penerapan prinsip Sharia Compliant Marketing yang menekankan tanggung jawab spiritual dalam praktik pemasaran digital. Sehingga hal tersebut diharapkan tak hanya menjadi solusi atas permasalahan etika bisnis, tetapi juga dapat berkontribusi terhadap pembentukan spiritual well-being pelaku usaha.

Penelitian ini bertujuan untuk menganalisis implementasi digital marketing oleh pelaku Usaha Mikro, Kecil, dan Menengah (UMKM) di Kabupaten Sidoarjo, menilai kesesuaiannya dengan prinsip Sharia Compliant Marketing, serta mengidentifikasi kontribusinya terhadap pembentukan spiritual well-being pelaku usaha.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi kasus. Dalam pengumpulan data, peneliti menggunakan wawancara, dokumentasi dan observasi. Penelitian ini menggunakan teknik purposive sampling dalam menentukan informan. Sedangkan dalam menganalisis data peneliti menggunakan analisis secara tematik dengan bantuan perangkat lunak Atlas.ti.9.

Hasil penelitian menunjukkan bahwa penerapan digital marketing pada UMKM Sidoarjo telah dilakukan secara adaptif melalui pemanfaatan media sosial, marketplace, dan strategi konten digital yang efektif. Selain itu, penerapan prinsip Sharia Compliant Marketing tercermin melalui integrasi nilai spiritual dalam aktivitas bisnis, kejujuran dalam komunikasi, sikap amanah, serta upaya menghindari praktik riba dan gharar dalam transaksi. Penerapan nilai-nilai tersebut tidak hanya memperkuat etika bisnis dan kepercayaan konsumen, tetapi juga memberikan kontribusi terhadap kesejahteraan spiritual pelaku usaha, yang ditandai dengan meningkatnya rasa tenang, kedekatan dengan Allah SWT, serta keberkahan dalam usaha.

Berdasarkan hasil penelitian, diharapkan bagi pelaku UMKM agar dapat terus mengoptimalkan pemanfaatan digital marketing dengan menginternalisasikan nilai-nilai etika dan spiritual Islam dalam setiap aktivitas bisnisnya. Bagi pemerintah serta lembaga terkait diharapkan dapat berperan aktif dalam menyediakan program pendampingan dan pelatihan digital marketing berbasis prinsip syariah yang menyeimbangkan aspek teknis dan spiritualitas

OFFICIAL NOTE

To Honorable:
Director of Postgraduate Program
University of Darussalam Gontor

Assalamualaikum Warahmatullahi wa barakatuh

It is my honor to present this thesis written by:

Name : Difa'ul Haq Azuha
Reg. Number: 452024837022
Department : Master of Islamic Economics Law
The Title : Implementation of Sharia Compliance in Digital
Marketing at Sidoarjo MSMEs to Improve Spiritual
Well-Being

I declare that this thesis has been processed and corrected to fulfil the requirement for completing the degree of Magister of Islamic Economic Law. Therefore, I request that the thesis could be examined soon.

Wassalamualaikum Warahmatullahi wa barakatuh

Ponorogo, 15 November 2025
24 Jumada Ula1447

The Supervisor,



Assoc. Prof. Dr. Syamsuri, M.Sh

NIDN/NIY: 2106018103

LETTER OF LEGITIMATION

The Committee of thesis examination impartial fulfillment of the requirement of the degree of Magister in Islamic Economics Law, having held the thesis examination on:

Day and Date : Sunday, 23 November 2025

Venue : Pascasarjana 103

State the student below :

Name : Difa'ul Haq Azuha

Reg. Number : 452024837022

Program of Study : Master of Islamic Economics Law

The Title : Implementation of Sharia Compliance in Digital Marketing at Sidoarjo MSMEs to Improve Spiritual Well-Being

Has been successfully defended in front of the Board of Examiners and accepted apart of the requirements for a degree of Magister in Islamic Economics Law.

1. Assoc. Prof. Dr. Syamsuri, S.H.I., M.Sh. (Chairman)

(.....)

2. Assoc. Prof. Dr. Mulyono Jamal, B.A., M.A (Examiner I)

(.....)

3. Assoc. Prof. Dr. Setiawan bin Lahuri, Lc., M.A (Examiner II)

(.....)

4. Eko Nur Cahyo, S.Th.I., M.A., Ph.D (Examiner III)

(.....)

DECLARATION

I here by:

Name : Difa'ul Haq Azuha

Reg. Number : 452024837022

Degree : Magister

Program of Study : Master of Islamic Economic Law

I declare sincerely that this thesis for a master's degree is original and purely my work and does not belong to other researchers for a different degree. Furthermore, this thesis is not a work published before, except for some parts with their original reference.

Ponorogo, 15 November 2025

24 Jumada Ula 1447

The Researcher,



Difa'ul Haq Azuha
NIM. 452024837022

UNITDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR



جامعة دار السلام كونتور
UNIVERSITY OF DARUSSALAM GONTOR

Postgraduate Program

كلية الدراسات العليا

Bismillahirrahmanirrahim,

Assalamu 'alaikum Warahmatullah Wabarakatuh.

Hereby, the Postgraduate Program of University of Darussalam Gontor Ponorogo has received a thesis,

Entitled : Implementation of Sharia Compliance in Digital Marketing at Sidoarjo MSMEs to Improve Spiritual Well-Being

Researcher : Difa'ul Haq Azuha

Reg. Number : 452024837022

Program of Study : Master of Islamic Economics Law

Declaring that he has been accepted as one of the conditions for obtaining a master's degree in Islamic Aqidah and Philosophy.

Wassalamu 'alaikum Warahmatullah Wabarakatuh.

Ponorogo, January 8th, 2023

Director of Postgraduate Program,


Assoc. Prof. Dr. M. Kholid Muslih, M.A.

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

MOTTOES



قال الله تعالى:

﴿يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِنْكُمْ ۖ وَلَا تَقْتُلُوا أَنْفُسَكُمْ ۚ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا ۚ﴾ (النساء/4: 29)

قال الله تعالى:

﴿الَّذِينَ يَأْكُلُونَ الرِّبَا لَا يَقْوَمُونَ إِلَّا كَمَا يَقُومُ الَّذِي يَتَخَبَّطُهُ الشَّيْطَانُ مِنَ الْمَسِّ ذَلِكَ بِأَنَّهُمْ قَالُوا إِنَّمَا الْبَيْعُ مِثْلُ الرِّبَا وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا فَمَنْ جَاءَهُ مَوْعِظَةٌ مِنْ رَبِّهِ فَانْتَهَى فَلَهُ مَا سَلَفَ وَأَمْرُهُ إِلَى اللَّهِ ۚ وَمَنْ عَادَ فَأُولَٰئِكَ أَصْحَابُ النَّارِ ۖ هُمْ فِيهَا خَالِدُونَ ۚ﴾ (البقرة/2: 275)

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

DEDICATION

Millions and countless thanks to My Lord Almighty,

Allah Subhanahu Wa Ta'ala.

Prayer and greetings for the prophet Muhammad SAW

With the sincerity of my heart, I dedicate this thesis to

My beloved parents,

“Suharto and Yunifah”

Who instilled in my conscience a love of effort and gratitude and filled me with a love of knowledge in life. Who taught me life, guided me with patience, loved me infinitely for a long time, cared for me with all affection, gave me the best upbringing, and nourished me with their pure advice. Therefore, I pray that Allah forgives their sins, elevate them to the highest rank, grant them success in their work, and may He bestows His mercy upon them.

And for my beloved sister,

“Faida Rizka Azuha”

Those who encourage me a lot to seek knowledge and accompany me and entertain me always, their presence is a big encouragement in my life to become a better person. May Allah reward and grant them success in their affairs and guide them to goodness in their every step.

And I say thank you from a sincere heart to my Assoc. Prof. Dr. Syamsuri, M.Sh., who has guided, taught, and directed me with patience and sacrifice. And to my beloved teachers and lectures of the University of Darussalam Gontor, who have motivated me to keep going and rise so that I can struggle and reach this stage.

I want to express my deepest gratitude to my beloved friends who have given me attention and advice and helped me during the work of this final project.

ACKNOWLEDGMENT

In the name of Allah, the beneficent, the merciful, praise be to Allah the Lord of the world, the Owner of the Day of Judgment. Pray and peace be upon Prophet Muhammad SAW, his families, companions, and his followers.

With the mercy and blessing of Allah SWT, I could complete this thesis of Magister. Therefore, I would like to extend my deep gratitude to those in graduate study at the University of Darussalam Gontor. Besides, I wish to extend my appreciation due to the following:

1. The honor Headmasters of Modern Pesantren Darussalam Gontor, K.H. Hasan Abdullah Sahal, Prof. Dr. K.H Amal Fathullah Zarkasyi, M.A and Drs. K.H. M. Akrim Mariyat, Dipl.A.Ed, who has sincerely given me the most incredible opportunity to dedicate myself to this institution.
2. The Rector of the University of Darussalam Gontor, Prof. Dr. K.H. Hamid Fahmy Zarkasyi, M.A.Ed, M.Phil. and his vices and the whole lecturers of the University of Darussalam Gontor. This simple thesis is an outcome of the long journey process of my study in the hands of the Gifted.
3. The Director Postgraduate Program, Assoc. Prof. Dr. Mohammad Kholid Muslih, M.A
4. The Head of the Magister of Islamic Economics Law Department, Assoc. Prof. Dr. Syamsuri, M.Sh, and all the lecturers of Darussalam Gontor, for the priceless knowledge and education to be the real wise economist.
5. My worthy thesis supervisor Assoc. Prof. Dr. Syamsuri, M.Sh, had sincerely taught me not only invaluable new knowledge but also everything, advised and motivated me when I was drowning in the confusion of doing a thesis project until I had done it perfectly.
6. The invisible mentors in this thesis project for all critics, mentoring about writing mechanisms, and other education I did not find in the other place.
7. So I would be remiss if I did not thank my beloved friends from the Postgraduate HES such as Alfi Khilmi Khusnis, Alya Zhafira

Nasywa, Farah Nur Arifah, Fina Nurafni, Inna Putri Istiqomah, xii
Lailya Zahrotun Nabila, Margareth Aliyatul Maimunah, Nabilla
Rahmani, Nadia Ingrida Izdihar, Rafi Nur Azizah, Royyana
Akmalia, Sahnaz Emira Damanhuri, Salsa Addella Dyani Hidayat,
Sya'na Sekar Izaty, Syifa Elyanoorand, and all friends at the
Mantingan Postgraduate Dormitory to share and discuss.

8. So extraordinary is that all postgraduate friends who have struggled together to complete this master's study and always provided a lot of direction and suggestions, best friends during college in joy and sorrow.

I ask Allah to avenge their deeds, forgive their sins, write success for them, reward them with the best reward and happiness, and help them in their work. And may Allah reward them in proportion and bless them for them and bless them, and may this humble thesis be valuable and useful for readers, especially researchers. Finally, the researcher would like to offer her most profound respect and gratitude to all her companions for their support and help in completing this thesis. May Allah give great rewards in this world and hereafter.

Ponorogo, 13 November 2025
The Researcher,

Difa'ul Haq Azuha

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR