

Analysis of the Digital Marketing Mix on the Mikhayla_Shop Account Reviewed from the Perspective of Islamic Business Ethics

Saqofa Nabilah Aini

UIN Sunan Ampel Surabaya, Indonesia
Email: saqofa.nabilah.aini@uinsby.ac.id

Luqita Romaisyah

UIN Sunan Ampel Surabaya, Indonesia
Email: luqita.romaisyah@uinsby.ac.id

Riska Agustin

UIN Sunan Ampel Surabaya, Indonesia
Email: riska.agustin@uinsby.ac.id

Corresponding Author: Saqofa Nabilah Aini

Article History: Received September 19, 2023; Received in revised from October 6, 2023;
Accepted October 31, 2023; Published; November 2, 2023

How to Cite this Article: Aini, Saqofa Nabilah, Luqita Romaisyah, and Riska Agustin. 2023. "Analysis of the Digital Marketing Mix on the Mikhayla_Shop Account Reviewed from the Perspective of Islamic Business Ethics". *El-Qist: Journal of Islamic Economics and Business (JIEB)* 13 (2). Surabaya, Indonesia:144-57. <https://doi.org/10.15642/elqist.2023.13.2.144-157>.

Abstract: This study aims to examine the application of the digital marketing mix through the Instagram account of Mikhayla_Shop, a leading hijab retailer in Indonesia, from the perspective of Islamic Business Ethics. Using a qualitative descriptive approach, the study analyzes how each component of the marketing mix (7Ps: Product, Price, Promotion, Place, People, Process, and Physical Evidence) is implemented in alignment with key Islamic ethical principles: *tawhīd* (divine unity), justice, free will, responsibility, and *iḥsān* (excellence). The findings reveal that Mikhayla_Shop's strategies demonstrate a unique integration of ethical values into modern digital marketing practices, maintaining transparency, fairness, and customer respect in all touchpoints. This research contributes to the growing discourse on ethical marketing in Muslim-majority digital economies by offering a context-based model of Sharia-compliant digital marketing strategy. It provides empirical grounding for the application of Islamic ethics in contemporary e-commerce environments. Future research may expand this framework across comparative cross-national studies, particularly in the emerging halal fashion industry, to explore the adaptability and scalability of Islamic ethical marketing practices in global digital marketplaces.

Keywords: Digital Marketing Mix, Islamic Business Ethics, 7Ps, Instagram Marketing, Halal Fashion

Introduction

Digital marketing mix is very important in the business world, especially in the marketing field. It is a marketing strategy that uses the 7PS and associates it with digital tools such as websites, social media, email, search engines, and various online content to reach the target consumers. Digital marketing allows companies to reach consumers without being restricted by geography, thus opening up business opportunities with potential customers in various geographic locations. In digital marketing, Product can refer to the digital products or services a company offers. The Price in digital marketing involves setting competitive and attractive pricing for digital products or services. In digital marketing, Place refers to the online channels where products or services are made available. It is important to note that some marketers may adapt or extend the 7 Ps for digital marketing, as the digital landscape is constantly evolving. The core concept, however, remains relevant for developing comprehensive digital marketing strategies that cover all aspects of the marketing mix in the online environment. Marketing Model by utilizing social platforms and networking sites to promote products or services through so-called Social media marketing.¹

Marketing through social media has a very important role in modern marketing strategies. Social Media has a huge number of users around the world. Marketers can reach consumers with a large target market by promoting on social media platforms. Social Media allows marketers to interact directly with consumers. Social media plays a significant role in digital marketing. It has become one of the most influential channels for businesses to reach their target audience, engage with customers, and promote their products and services. Social media allows for two-way communication between businesses and customers. Companies can interact with their audience, respond to inquiries, provide customer support, and gather valuable feedback; social media is a versatile and indispensable component of digital marketing. Businesses need to understand their target audience, choose the right platforms, and develop a strategic approach to leverage the full potential of social media in their digital marketing efforts. Marketers can answer questions, respond to comments, and communicate more personally with customers. It allows marketers to build stronger and meaningful relationships with customers.

The use of social media as a marketing tool is considered quite relevant, considering the marketing itself is an activity that seeks to disseminate information, influence, persuade, and remind the target market of the company and its products to be willing to accept, buy, and loyal to the products offered.² The advantage of using social media platforms as a means of marketing is that marketers can also see the activity of customers from the statuses created. Marketers can interact interactively through the available chat and expand the network/market.³ However, along with this growth potential, many ethical

¹ Aleksej Heinze et al., *Digital and Social Media Marketing: A Results-Driven Approach*, *Digital and Social Media Marketing: A Results-Driven Approach*, 2020, <https://doi.org/10.4324/9780429280689>.

² Philip Kotler et al., "Marketing Management 3rd Edn PDF eBook" 3rd (2016): 423–25.

³ Michael Mehmet, Russell Roberts, and Tahmid Nayeem, "Using Digital and Social Media for Health Promotion: A Social Marketing Approach for Addressing Co-Morbid Physical and Mental Health," *Australian Journal of Rural Health* 28, no. 2 (2020): 149–58, <https://doi.org/10.1111/ajr.12589>.

challenges need to be addressed. In this context, the principles of Islamic Business Ethics play an important role in directing digital marketing practices to conform with Islamic values and moral principles recognized in the religion.

Islam has clear ethical guidelines in all aspects of life, including business. Digital marketing conducted by Muslim businesses should reflect the values of honesty, fairness, and openness, which are the foundations of Islamic teachings. Islamic Business Ethics encourages transparent marketing practices, does not mislead, and does not manipulate consumers. One of the main principles of Islamic Business Ethics is to protect the rights of consumers. In digital marketing, this is crucial because of the large amount of information circulating and the risk of fraud or practices that harm consumers. Islamic Business Ethics teaches that business people have a moral responsibility to provide accurate and clear information to consumers. Islamic Business Ethics teaches the importance of transparency and honesty in business transactions, which should be upheld in digital marketing strategies. By implementing Islamic Business Ethics in digital marketing on social media, businesses can build a positive image, win consumer trust, and contribute to social good through religious values.

Mikhayla Shop is a hijab business that has the largest number of Instagram followers in Surabaya, namely 363k and has done more than 5,000 photo posts. Mikhayla_shop always posts her products through Instagram and also Markets her products through social media. Products from Mikhayla shop on Shopee e-commerce have penetrated a total of more than 10,000 sales. Based on this, consumers should not hesitate to purchase products from Mikhayla hijab through Shopee e-commerce because the rating or assessment of the Mikhayla hijab store on Shopee e-commerce is quite good. From the sales results of Mikhayla, it is known that consumer reviews always indicate positive things. Based on observation, Mikhayla Shop has applied the principles of Islamic Business Ethics to the digital marketing mix that protects the rights of consumers.

Research Method

The research used in this study is qualitative research with a descriptive approach. Qualitative research is research that scientifically has the intention to observe natural social conditions with emphasis on the process of communicative interaction in depth between the phenomenon under study with researchers.⁴ This research will describe and examine the effectiveness of digital marketing strategies through social media studies on Instagram accounts mikhayla_shop. Source data is obtained directly from the source by conducting interviews, observations, and study of documents. Primary Data on the study will be interviewed owners of the Mikhayla shop and employees of the Mikhayla shop.

This study used several data collection techniques, namely interviews, direct observation, and documentation. Interviews are used as a data collection technique if the researcher wants the previous study to obtain important information and are carried out directly by question and answer between the researcher and the informant. At the time of fieldwork, the researcher brought an instrument as an interview guide, and the data collection must be prepared to obtain maximum information and also prepare a recorder and notebook so that

⁴ Sugiyono, *Metode Penelitian Pendekatan Kuantitatif Kualitatif*, 2003.

the interview can run smoothly. The method of interviews conducted by researchers is a structured interview. With structured interviews, researchers have prepared research instruments in the form of questions that have been written and planned according to the data expected answers from direct sources. By preparing guidelines or materials in conducting interviews, researchers can produce maximum conclusions in finding information. Therefore, the researcher interviewed the mikhayla_shop owner and employee of mikhayla_shop as an informant.

The study indirectly conducted observationsanalyzed means that researchers only analyzed data from the Mikhayla shop without participating in activities directly and only observed through the activities that have been carried out and documentation that can be taken in this study in the form of images as historical evidence and information in the form of files provided by informants in the form of sales data and marketing strategy models that have been used. In the context of digital marketing, the observation method refers to the practice of systematically observing and recording data related to online user behavior, digital marketing campaigns, and various aspects of the digital marketing ecosystem. This method is essential for understanding how digital marketing strategies are performing, identifying opportunities for improvement, and making data-driven decisions. The observation method in digital marketing relies heavily on data and analytics tools to collect, process, and analyze the data. The validity of the data in this study using data analysis steps based on Miles and Huberman, namely data collection, data reduction, data presentation, and conclusion and verification. The approach is based on the steps of data collection, data reduction, data presentation, and conclusion and verification associated with qualitative research methods, especially in the context of data analysis, where structured qualitative data analysis is important. This approach is often used with methodologies such as thematic analysis and content analysis.

Data collection, in this case, refers to the selection process, which is the main focus of the discussion of researchers. The steps taken in analyzing the data in the data collection in this study are as follows: (1) explain what is seen by the observations; (2) search for keywords according to the description of the interview so that it can answer the formulation of the problem; (3) collect and sort the results of the interview by the category. Data reduction is the part of the analysis that filters, classifies, directs, eliminates the superfluous, and organizes in such a way that conclusions can be drawn and verified. This study conducted a data reduction by filtering the research results that were not by the objectives of the study. The presentation of data is presented narratively to illustrate that conclusions can be drawn to answer the formulation of the problem. Withdrawal of conclusions and verification is made with the help of concrete and consistent facts when researchers collect data in the field. Then, the conclusion can be said to be credible.

Results

Marketing Strategy and Islamic Business Ethics

A marketing strategy is a comprehensive arrangement of plans conceptualized and integrated with marketing activities that provide direction for activities that the company's targets will carry out. Marketing strategy is the cornerstone of an overall plan that is integrated and unified in the marketing aspect to guide each marketing process according to the company's goals.⁵ A marketing mix is a collection of practical and structured marketing to meet consumer needs.⁶ The marketing mix is everything that is done to meet consumer demand⁷. In digital marketing activities, especially in the process of introducing products or services to the target market, there is the term Aida (awareness, interest, desire, and action). The term Aida in marketing activities can be defined as a design model used to identify the cognitive level at which the transaction process takes Place.⁸ Social media marketing is an online marketing activity and a program designed to involve potential consumers either directly or indirectly through increasing awareness, improving image, and increasing product sales volume.⁹ Social media marketing is a form of direct and indirect marketing to foster sensitivity, memory, recognition, attitude, effort, and entity in the form of modern social media web technologies such as blogs, microblogging, social networks, social bookmarking, and content sharing.¹⁰

Islamic business ethics principles that must be applied in carrying out business activities, namely: first, Unity (*tawhīd*) The concept of Tawhid means that Allah almighty has determined certain limits on human actions as a caliph¹¹, to provide benefits to someone without having to sacrifice the rights of other individuals. In the context of business, this principle teaches that all business actions and decisions must be based on an awareness of the existence of God. It means that business must be run with integrity, honesty, and morality according to the teachings of the Islamic religion as explained in the Qur'an Surah al-Jāsiyah verse 18:

“Now We have set you ‘O Prophet’ on the ‘clear’ Way of faith. So follow it, and do not follow the desires of those who do not know the truth” (QS. al-Jāsiyah: 18)

⁵ Abdul Munim and Putri Nur Hayati, “Strategi Pemasaran UMKM Konveksi Hijab Di Pondok Pesantren Addimyati Desa Pondok Lalang Kecamatan Jenggawah Kabupaten Jember 2021,” *LAN TABUR: Jurnal Ekonomi Syariah* 3, no. 2 (2022): 166–79, <https://doi.org/10.53515/lantabur.2022.3.2.166-179>.

⁶ Kotler et al., “Marketing Management 3rd Edn PDF EBook.”

⁷ Satria Mulia Chaerudin and Afriapoll Syafarudin, “The Effect Of Product Quality, Service Quality, Price On Product Purchasing Decisions On Consumer Satisfaction,” *Ilomata International Journal of Tax and Accounting* 2, no. 1 (2021): 61–70, <https://doi.org/10.52728/ijtc.v2i1.202>.

⁸ Calvin Emanuel et al., “Analisis Brand Awareness Pada Brownitz Dengan Menerapkan Metode AIDA” 5 (2023).

⁹ Chaerudin and Syafarudin, “The Effect Of Product Quality, Service Quality, Price On Product Purchasing Decisions On Consumer Satisfaction.”

¹⁰ Dave Chaffey and Mark Patron, “From Web Analytics to Digital Marketing Optimization: Increasing the Commercial Value of Digital Analytics,” *Journal of Direct, Data and Digital Marketing Practice* 14, no. 1 (2012): 30–45, <https://doi.org/10.1057/ddmp.2012.20>.

¹¹ Havis Aravik, Hoirul Amri, and Rahma Febrianti, “The Marketing Ethics of Islamic Banks: A Theoretical Study,” *Islamic Banking: Jurnal Pemikiran Dan Pengembangan Perbankan Syariah* 7, no. 2 (2022): 263–82, <https://doi.org/10.36908/isbank.v7i2.344>.

Second, equilibrium in Islamic business ethics emphasizes the importance of maintaining balance, fairness, and justice in economic and business activities. It seeks to ensure that all stakeholders are treated ethically and that wealth is distributed in a just and equitable manner in accordance with Islamic principles.. In a business context, it refers to the fair treatment of all parties involved in a business transaction. Justice includes respect for the rights and obligations of each party so that no one feels unfairly disadvantaged or disadvantaged. In this case, Islam has commanded in the verses contained in the Qur'an as in QS. al-Mā'idah verse 8 :

“O you who have believed, be persistently standing firm for Allah, witnesses in justice, and do not let the hatred of a people prevent you from being just. Be just; that is nearer to righteousness. And fear Allah; indeed, Allah is Acquainted with what you do” (QS. al-Mā'idah: 8)

Third, Free will. In Islam, individual freedom is provided, but within the framework of business ethics, there are clear boundaries that must be respected to prevent actions that harm common interests or others. It reflects a balanced approach in Islam between individual freedom and social responsibility. Although there is freedom to innovate in business activities, Islam establishes clear rules in its Shari'a. It means that businesses must comply with Islamic law in all aspects of their activities. It is not permissible to do what is forbidden by the Shari'a. Therefore, Muslims must realize that any situation must be based on the provisions of God, guided by the rules in Islamic law that have been exemplified by His Messenger.¹² Islam has commanded in the verses contained in the Qur'an as in QS. al-Baqarah verse 188:

“And do not consume one another's wealth unjustly or send it [in bribery] to the rulers so that (they might aid) you (to) consume a portion of the wealth of the people in sin, while you know (it is unlawful)” (QS. al-Baqarah: 188)

Fourth, responsibility in Islamic business ethics means fulfilling moral and ethical obligations to God, stakeholders, society, and the environment. It involves conducting business with integrity, honesty, and fairness, while also contributing to the betterment of the community and upholding the values and principles of Islam. The importance of responsibility in the business world reflects the concept of sustainable and ethical business. Companies that conduct business with responsibility tend to gain the trust and support of customers, employees, shareholders, and society in general. In addition, they can contribute to the construction of a better society and a cleaner environment. Islam has commanded in the verses contained in the Qur'an as in QS. al-Mudathir verse 38:

“Every soul will be detained for what it has done” (QS. al-Mudaththir: 38)

Fifth, Benevolence (Courtesy). Ihsan means doing praiseworthy deeds that benefit others without any obligation that requires such actions or, in other words, worship and do good as if seeing Allah; if not able, then believe that Allah sees, underlined several actions that can support the implementation of the axiom of Ihsan in business, namely; a. Leniency; b. Service motive; and c. Awareness that

¹² ErlyJuliyani, “63 Etika Bisnis Dalam Persepektif Islam,” *Jurnal Ummul Qura* VII, no. 1 (2016): 63–74.

the existence of God and the rules of God are related to the implementation of the priority. The principle of Ihsan is an important concept in Islam that reflects the attitude of traders or business people in serving and treating consumers with kindness and kindness. The word "Ihsān" itself means kindness, perfection or generosity. In the context of business, the Ihsan principle teaches that traders or business people should not only run a business for profit but also provide the best service to consumers and society in general. The principle of Ihsan requires merchants to provide consumers with high-quality products or services. It includes aspects such as product quality, friendly customer service, and meeting consumer needs well. Islam has commanded in the verses contained in the Qur'an as in QS. al-Muṭafiffīn verse 1-3:

"Woe to the defrauders!. Those who, when they have to receive by measure from men, demand full measure. And when they have to give by measure or weight to men, give less than due." (QS. Al-Muthafiffin: 1-3).

Marketing Mix in Digital Marketing Mikhayla Shop

1. Products

Product aspect marketing mix strategy is everything that is provided and offered to meet consumer needs. This aspect includes raw materials, product quality, packaging, and the output produced by a business. Mikhayla shop uses quality raw materials so that the results will meet the wishes and needs of consumers. Mikhayla shop products are made from comfortable materials with designs that always keep up with current trends. In Islam, business ethics emphasizes the importance of high-quality products and services, as well as ensuring that they provide satisfaction to consumers without disappointing them. The principle of Ihsan in Islam teaches that we must try to give the best in everything, including the products produced. The Product must be of good quality and meet or even exceed consumer expectations.

The Product is an important component because consumers will enjoy the Product. For the resulting products to provide satisfaction and not disappoint consumers, Mikhayla Shop always pays attention to the materials and quality of the products used. Mikhayla shop pays attention to several components such as product design, product packaging, brand, and the quality of products and services provided to consumers. Mikhayla_shop presents several choices of hijab products with various variants of contemporary models, trendy colors, and using quality materials. The variety of choices makes it very easy for consumers to mix and match between hijab and the clothes used so that consumers will look more fashionable and contemporary. Product representations must be honest and accurate. It includes avoiding fraudulent practices, manipulation, or misleading information about the Product.

"Mikayla hijab is a hijab business, so when the production took good materials, I could not go around because if the quality were good, the customers would also be happy and satisfied, so yes, as much as possible, we provide the best quality for consumers so that later consumers can be satisfied and buy again in our store"¹³.

¹³ Interview with Chesa as marketing staff on 10th May 2023 in Surabaya

2. Price

Price is the amount of money given as the value of a product or service offered to consumers. Pricing of products in business should take into account the principles of Islamic Business Ethics. The Price set by the company must be fair, not harm consumers, and by Islamic values. The price set must be fair and proportional to the value provided by the Product. There should be no fraud or unfair pricing practices. The Price must take into account the interests of consumers. The Product or service must provide benefits commensurate with the Price paid by the consumer. Pricing should be clearly explained to consumers, and there should be no misleading or confidential elements in pricing. Mikhayla shop offers products at affordable prices, and the pricing used is a fixed price type. It means that mikhayla_shop provides a definite price to consumers, meaning that the Price given will not change either the increase or decrease in the Price of the hijab product offered. No pricing practice takes advantage of the situation or uncertainty of consumers to obtain an unfair advantage.

*"We determine the price; it is worked out according to the ability of consumers; sometimes we hold discounts on Twin dates if there are usually many people who are interested in buying, we take advantage of it by giving discounts, although later the benefits will not be much but if those who buy a lot can still return capital and consumers are satisfied"*¹⁴

3. Promotion

In the context of Islamic Business Ethics, several principles must be considered so that online promotion remains by religious values. Mikhayla_shop has many promotions to introduce the products offered and invite consumers to purchase products from the Mikhayla shop. Good promotion through social media in Islamic business should reflect Islamic values and ethical principles, such as honesty, fairness, transparency, and concern for the welfare of the community. Mikhayla Shop promotes its hijab products through online social media in the form of Instagram and TikTok. Instagram has become a promotional Medium that is quite effective in marketing products, and product promotion is done by the Mikhayla shop using Instagram. Posting on Instagram should be done honestly and accurately. Mikhayla Shop avoids using photos that present the Product in a way that does not correspond to reality. Mikhayla's shop does not hide important information or create false expectations. Other promotional activities used by Mikayla Shop through social media by sharing videos and photos are equipped with captions that match the actual information, such as the type of hijab, size, material, and Price of the products offered so that consumers get information and a clear picture related to the Product with the quality of visual content that reflects professionalism and product quality.

*"From the beginning, I have been interested in business promotion from Instagram, through video or photo content about products with captions that must match the real information. Promotion through social media must uphold honesty and clarity in providing information".*¹⁵

¹⁴ Interview with Nabila as owner on 10th May 2023 in Surabaya

¹⁵ Ibid

4. People

Marketing mix in the context of Islamic business must also pay attention to the elements of people or human beings by adhering to the principles of Islamic Business Ethics. To achieve marketing goals, companies need to have skilled and well-trained employees. It includes ensuring that staff has knowledge of the company's products or services and the skills necessary to interact with customers properly. Employees who interact directly with customers, such as salespeople, servers, or customer support officers, play an important role in creating a positive experience for customers. Good interaction and relationships with customers are key to building long-term customer loyalty. It involves good customer service, effective communication, and keeping communication channels open. Mikhayla shop ensures the employment relationship is based on the principles of justice and equality, treats employees fairly and gives them their rights by Sharia. Satisfied employees tend to be more motivated and perform better in providing good service to customers. Therefore, management needs to pay attention to employee satisfaction and well-being as part of the marketing strategy. Employees should be paid fairly and in proportion to their contribution to the company. Discrimination in payroll should be avoided. Employee satisfaction plays an important role in Islamic Business Ethics. Businesses must ensure that employees feel valued and satisfied with their work. Employee satisfaction can increase productivity and loyalty.

*“We strongly uphold the principles of justice and equality. It must be enforced in all aspects of employee management. Employees should be given equal rights and protections, regardless of religion, gender, or other background. The management of the payroll system and financial management of our employees also adhere to the principle of avoiding usury (interest). We must ensure that employees feel valued and satisfied with their working conditions, including fair pay and a safe environment”.*¹⁶

5. Process

The management of processes in the marketing mix must also adhere to Sharia principles and Islamic values. Business processes must be fully in line with the principles of Islamic Sharia. It includes the avoidance of usury (*ribā*), gambling (*maysīr*), and businesses involving haram products. Marketing mix strategy process aspects have a long-term impact on efficiency, flexibility, costs incurred, as well as the quality of products developed. Marketing mix strategy process aspects are related to space layout, production flow, and product sales flow. The Mikhayla_shop business process ensures that the products produced or sold do not contain haram ingredients or are contrary to Islamic principles. The marketing mix strategy in the process aspect at Mikhayla_shop focuses on efficiency. It includes supply chain management, efficient production layout, good cost control, and sustainable use of resources. Business processes must be designed with flexibility so that they can adapt to changing markets and customer demands. It includes the ability to introduce new products or respond quickly to changing trends. Process management should also pay special attention to product quality.

¹⁶ Interview with Chesa as marketing staff on 10th May 2023 in Surabaya

The products produced must meet high-quality standards by Islamic principles. The flow of production and sale of products must be designed to comply with Sharia principles. It includes a clear separation between halal and haram products, as well as ensuring that all stages of production and distribution do not involve activities contrary to Islamic values.

*“The process of production and sales flow of our products is designed to be by Sharia principles. It includes a clear separation between halal and haram products, as well as ensuring that all stages of production and distribution do not involve activities contrary to Islamic values”.*¹⁷

6. Physical Evidence

Marketing mix strategy aspects of physical evidence related to the atmosphere, product, business location, and environment around the business. Products sold by mikhayla_shop must meet high-quality standards. Good quality reflects ethical responsibility towards consumers and avoids fraud or the sale of defective products. Information about the Product must be honest and transparent. Product Labeling and descriptions must provide accurate information about the content, ingredients, and benefits of the Product without misleading consumers. Mikhayla_shop has made it easy for consumers to buy and choose products directly at the Mikhayla_shop store by providing products along with product names and prices. The Place of business must be clean, organized, and have a good appearance. It creates a positive impression on consumers and reflects Islamic Business Ethics, which values manners and neatness. Mikhayla shop periodically cleans the business location to keep the Place clean so that there is no damage to the products sold and add to the comfort of consumers when making product purchase transactions. In addition to indirect purchases, Mikhayla Shop guarantees the safety and suitability of the products ordered so that later consumers will be satisfied with the services provided by Mikhayla Shop.

*“The products sold must meet high-quality standards. Good quality reflects ethical responsibility towards consumers and avoids fraud or the sale of defective products. The four businesses should be clean, organized, and have a good look. It creates a positive impression of consumers and reflects Islamic Business Ethics that values manners and neatness”*¹⁸

Discussion

Marketing Mix in Digital Marketing Mikhayla Shop Reviewed from the Aspect of Islamic Business Ethics

Analysis of a digital marketing strategy from the standpoint of the Tawheed principle involves an assessment of how each element in the marketing mix (7PS) reflects integrity, morality, and sincerity in the business. Suppose the digital marketing strategy is by the principle of Tawheed. In that case, the business seeks to run the business with the awareness of the oneness of Allah almighty and uphold Islamic values in their actions and decisions. Analysis of the digital marketing strategy of the Mikhayla_shop account by using marketing tools has fulfilled the first Islamic ethical principle of business, namely Tawhid. The

¹⁷ Interview with Nabila as owner on 10th May 2023 in Surabaya

¹⁸ Ibid

products offered are by the principle of monotheism. That is, they do not involve or promote goods or services that are contrary to the teachings of Islam. The Product must also be useful and provide added value to customers. Pricing is also fair and does not reflect fraud or abuse. The principle of Tawhid reminds us that in every business transaction, we must act with honesty and treat consumers fairly. The Place of sale or distribution of products is by the principle of Tawheed, meaning it does not involve places that are contrary to Islamic values. The selection of the venue should also have considered the convenience and accessibility for consumers. The promotion carried out is very high and does not involve fraud or manipulation of information. Promotional messages should be honest and not misleading. The principle of Tawhid reminds us that we must respect the truth in business communication.¹⁹

The second principle in Islamic Business Ethics is balance. It includes an assessment of the extent to which each element in the marketing mix achieves a balance between business interests and Islamic values. If this strategy reflects a good balance, the business can be considered as a business that blends Islamic values with sound business practices. Mikhayla Shop has been practicing the principle of balance in Islamic Business Ethics. It can be seen in the attempt to strike a balance between business interests and social or moral interests. The products offered are balanced between quality, usability, and the Price charged to consumers. Balance also includes ensuring products do not harm or violate Islamic principles. The Price of the Product must be fair and balanced with the value of the Product offered. It includes ensuring reasonable prices without fraud or exploitation of consumers. Businesses should also consider fairness in pricing. The promotion has been balanced between promoting products honestly and not misleadingly, without using fraud or manipulation tactics to increase sales. Staff and workers also carry out their duties with a balance between responsibility to business and social responsibility. They are required to adhere to Islamic values in their interactions with consumers and co-workers.

The third principle of Islamic Business Ethics is free will. The principle of Free Will (*al-irāda al-ḥurrā*) in Islamic Business Ethics refers to the freedom of individuals to make decisions and act according to their beliefs and values as long as such actions do not violate Islamic law and ethics. In the context of a digital marketing strategy, it is important to ensure that all communication and interaction with consumers is respected and that there is no pressure or coercion in their actions or decisions. A digital marketing strategy should allow consumers to make decisions that are free and based on a good knowledge of the products or services offered. Suppose this strategy reflects respect for the principle of free will in Islamic Business Ethics. In that case, the business can be considered a business that blends Islamic values with individual freedom in its business actions. The products offered by Mikhayla_shop have provided consumers with a choice and respect for their freedom of choice. The products offered do not impose certain

¹⁹Amirotul Humairo, Devira Al Azroh, Diaz Faishal Azhari, Bakhrul Huda. "Analisis Implementasi Sistem Manajemen Mutu ISO 9001: 2015 Terhadap Kepuasan Pelanggan Dengan Kualitas Layanan" *Journal Manajemen dan Pemasaran* 1, no 2 (Februari 2023): 72-78 .
<https://ojs.unhaj.ac.id/index.php/jumper/article/view/441>

desires on consumers, and consumers have the freedom to choose products that match their values and beliefs. The Price of the Product is adjusted to the wishes of consumers and their ability to pay. No coercion or suppression of prices violates the freedom of consumers to choose. Consumers also have access to buy products offline or online. Promotional messages must respect the freedom of individuals to make informed and informed decisions. The promotion must not deceive or force action on the consumer. Staff and employees carry out their duties with full respect for individual freedoms. It includes treating consumers with respect and respecting their wishes and beliefs.

The fourth principle in Islamic Business Ethics is responsibility. The principle of responsibility (*al-mas'ūliyyah*) in Islamic Business Ethics emphasizes that every individual or business entity has a moral and social responsibility toward society, consumers, and the environment. Analysis of digital marketing strategy from the perspective of the principles of responsibility in Islamic business ethics includes an assessment of the extent to which each element in the marketing mix reflects the social and moral responsibilities of the business. Suppose this strategy reflects good responsibility towards society, consumers, and the environment. In that case, the business can be considered as a business that blends Islamic values with responsibility in its business actions. The digital marketing strategy carried out by Mikhayla Shop has fulfilled the principle of responsibility. The products offered have met quality standards. Mikhayla_Shop is responsible for ensuring that the products sold are safe for use by consumers and do not harm them physically or morally. The Price of a product or service must be fair and transparent. Mikhayla_Shop ensures that the prices charged do not harm consumers or reflect unethical pricing practices. Promotional messages are honest and not misleading. Mikhayla Shop is responsible for ensuring that promotional messages do not create unrealistic expectations or harm consumers. Staff and workers carry out their duties with integrity and responsibility towards customers. They must provide good customer service and respect Consumer Rights.

The fifth principle in Islamic Business Ethics is *ihsan*. The principle of Ihsan in Islamic Business Ethics refers to the concept of giving your best in everything and performing all actions with perfection, honesty, and integrity. Analysis of digital marketing strategy from the perspective of ihsan principles in Islamic business ethics includes an assessment of the extent to which each element in the marketing mix reflects perfection, honesty, and integrity in the business. Suppose this strategy reflects a commitment to provide the best and run a business with high Islamic values.²⁰ In that case, the business can be considered as a business that combines Islamic values with the principle of Ihsan in its business actions. Mikhayla_Shop strives to offer products that reflect the best quality and can meet the needs and expectations of consumers because businesses in Islamic Business Ethics should strive to provide products that are of high quality, useful, and by the standards of goodness in Islam. Pricing is also fair and on the value of the Product.

²⁰ Deasy Tantriana, and Nujullah Hanif Fauziah. "Analisis Strategi Integrated Marketing dan *Islamic Experiential Marketing* Produk Simpanan Kencleng Koperasi Syariah Dalam Upaya Menarik Minat Anggota Pada Koperasi Syariah (KOPSYAH) Manfaat Surabaya". *El-Qist: Journal of Islamic Economics and Business (JIEB)* 8, no. 1 (April 25, 2018): 1565–1576. Accessed August 26, 2023. <https://jurnalfebi.uinsby.ac.id/index.php/elqist/article/view/118>.

Islam teaches that businesses should conduct pricing with honesty and without the practice of fraud or exploitation. Mikhayla Shop strives to provide consumers with easy and convenient access. Promotional messages are conducted honestly, informatively, and by Islamic principles, i.e., promotions should not be misleading or use unethical tactics to increase sales. Staff and workers are required to perform their duties with perfection and integrity. They must provide excellent customer service and treat consumers with respect and courtesy by the principle of courtesy. Business processes must reflect honesty, transparency, and integrity at every stage. Business practices by Islamic values must be upheld.

Analysis of the digital marketing mix from the perspective of Islamic Business Ethics involves an assessment of each element of an online marketing strategy to ensure that they comply with Islamic ethical principles. Analyzing the digital marketing mix from the perspective of Islamic Business Ethics is not only a matter of moral and ethical responsibility but also a strategic decision that can benefit businesses in terms of credibility, market access, customer loyalty, and long-term sustainability. It enables businesses to serve the needs and preferences of Muslim consumers while demonstrating a commitment to ethical conduct in the digital marketplace. Thus helping the Mikhayla_Shop run its operations with integrity, honesty, and responsibility towards consumers and society while promoting Islamic values positively.

Conclusion

Digital marketing mix from the perspective of Islamic Business Ethics from Mikayla_shop can be said to have fulfilled this. It can be seen from the concept of digital marketing mix that Islamic Business Ethics applies. The products marketed are products that benefit the community, and the products have good quality and do not disappoint customers. The prices set are very reasonable and do not harm customers. Pricing practices are conducted fairly, and there is no indication of fraud. Discounts and promotions that the mikhayla_shop conducts are also honest and transparent. Products are sold through legal venues and by applicable regulations. Digital promotions carried out through social media content are done honestly, and there is no indication of misleading consumers. The content displayed on social media does not use images or messages that violate Islamic moral values and does not degrade or harm certain individuals or groups. Business processes are conducted transparently and do not involve practices contrary to Islamic principles. Employees and the marketing team work with high ethics and professionalism. Mikhayla_shop treats all employees fairly, respectfully, and without discrimination. Promotional materials, such as websites or social media, reflect Islamic values and do not violate ethics. The physical product or environment in which the business is conducted is also clean and by Islamic principles of Hygiene and health. From the perspective of Islamic Business Ethics, all elements in the digital marketing mix must be aligned with Sharia principles and Islamic moral values. It will help businesses run their digital marketing in an ethical manner, as well as meet Islamic values in every aspect of their business.

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