

DIGITAL MARKETING STRATEGY AND SHARIA COMPLIANCE IN ENHANCING INTERNATIONAL FASHION SALES: EVIDENCE FROM OUTFITBY.NAJAH

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Abstract:

This study aims to analyze the influence of digital marketing strategies and Sharia compliance on enhancing international fashion sales at Outfitby.Najah, an entrepreneurship focusing on original imported abayas from Egypt. In the rapidly evolving digital economy, integrating modern marketing effectiveness with Islamic business ethics is a crucial factor in gaining global consumer trust. This research employs a quantitative approach by distributing questionnaires to Outfitby.Najah customers as respondents. The data analysis technique used is multiple linear regression to measure the extent to which digital marketing variables and Sharia compliance principles such as contract transparency and product information honesty contribute to sales volume. The results indicate that the implementation of innovative digital marketing strategies, accompanied by consistency in Sharia compliance, has a positive and significant impact on sales growth. Product authenticity supported by ethical branding is proven to enhance customer loyalty in the Muslim fashion market. This study concludes that adherence to Islamic muamalah values does not hinder business competitiveness in the digital era; rather, it serves as a unique added value that strengthens market positioning within the international fashion industry.

Keywords: Digital Marketing, Sharia Compliance, International Sales, Egyptian Abaya, Islamic Business Ethics

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh strategi pemasaran digital dan kepatuhan syariah terhadap peningkatan penjualan busana muslim internasional pada unit usaha Outfitby.Najah, sebuah wirasaha yang berfokus pada produk abaya impor orisinal dari Mesir. Di tengah pesatnya perkembangan ekonomi digital, integrasi antara efektivitas pemasaran modern dan nilai-nilai etika bisnis Islam menjadi faktor krusial dalam memenangkan kepercayaan konsumen global. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada para pelanggan Outfitby.Najah sebagai responden. Teknik analisis data yang digunakan adalah regresi linear berganda untuk mengukur sejauh mana variabel strategi pemasaran digital dan prinsip kepatuhan syariah, seperti transparansi akad dan kejujuran informasi produk, berkontribusi terhadap volume penjualan. Hasil penelitian menunjukkan bahwa penerapan strategi pemasaran digital yang inovatif disertai dengan konsistensi pada kepatuhan syariah berpengaruh positif dan signifikan terhadap peningkatan penjualan. Keaslian produk yang didukung oleh branding etis terbukti mampu meningkatkan loyalitas pelanggan di pasar busana muslim. Simpulan dari penelitian ini menegaskan bahwa kepatuhan pada nilai-nilai muamalah Islam tidak menghambat daya saing bisnis di era digital, melainkan menjadi nilai tambah unik yang memperkuat posisi pasar dalam industri *fashion* internasional.

Kata Kunci: Pemasaran Digital, Kepatuhan Syariah, Penjualan Internasional, Abaya Mesir, Etika Bisnis Islam

1. Introduction

The global Muslim fashion industry has experienced exponential growth, shifting the role of the abaya from a mere religious identity to an integral part of a modern lifestyle. In the Society 5.0 era, digital transformation has fundamentally reshaped how Muslim fashion is marketed and consumed on a broader scale. While the Industrial Revolution 4.0 heavily centered on artificial intelligence (AI) and mechanization, Society 5.0 represents a conceptual framework where such technology is integrated to

enhance human life (Natsir et al., 2025). Within the abaya business of Outfitby.Najah, digital technology is no longer just a tool but has seamlessly blended into the daily lives of consumers. Consumers no longer merely "view advertisements"; instead, they interact personally with the brand through technology. Previously, selling imported abayas required physical stores or exhibitions. However, digital transformation has rendered this business borderless through Instagram, TikTok, and Websites, enabling Outfitby.Najah to reach buyers outside the city and even abroad without maintaining a physical presence there. In the Society 5.0 era, social media algorithms automatically match products with individuals specifically searching for 'Egyptian Abayas.' This mechanism enhances marketing efficiency by ensuring precise targeting (Wati & Fasa, 2024a). Consumers no longer need to allocate specific time to visit physical markets; they consume product information while multi-tasking and execute transactions via smartphones. Prior to making a purchase, consumers "consume" reviews, testimonials, and verify the credibility of the account. This contemporary behavior aligns with the Quranic guidance in Surah An-Nisa verse 29.

يَا أَيُّهَا الَّذِينَ ءَامَنُوا لَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبُطْلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ

"O you who have believed, do not consume one another's wealth unjustly but only [in lawful] business by mutual consent..."

At this juncture, Sharia Compliance—such as honesty in product descriptions—becomes highly crucial, as trust serves as the primary currency in the digital landscape. Allah emphasizes this principle in Quran Surah Al-Ahzab Verse 70. In digital marketing, where content is paramount, this verse commands individuals to speak and provide truthful information (*Qaulan Sadida*).

يَا أَيُّهَا الَّذِينَ ءَامَنُوا اتَّقُوا اللَّهَ وَقُولُوا قَوْلًا سَدِيدًا

"O you who have believed, fear Allah and speak words of appropriate justice / speak words that are truthful and right."

Furthermore, customers can inquire directly via Direct Messages (DM) or WhatsApp, establishing a personal relationship between the seller and buyer despite being separated by thousands of kilometers. Digital transformation also allows Muslim fashion trends from one part of the world (for instance, the latest abaya styles in Cairo, Egypt) to be instantaneously adopted by Muslim women in Indonesia. Consequently, this creates a substantial opportunity for Outfitby.Najah, as it brings original products from the center of the trend (Egypt) into a digitally interconnected market. However, massive digital marketing expansion within the fashion sector frequently encounters challenges regarding ethical boundaries and Sharia principles (Wiani et al., 2026). While many business actors heavily focus on visual aesthetics and viral marketing, the integration of Sharia Compliance—which emphasizes honesty (*shiddiq*), transparency, and the absence of uncertainty (*gharar*)—remains an area that is rarely investigated empirically within the context of international trade. Outfitby.Najah, as a business unit specializing in importing original abayas from Egypt, operates at the intersection of these two domains. The process of importing goods from Egypt to the Indonesian market involves complex international transactions that demand not only a robust digital marketing strategy to reach a wider audience but also strict adherence to Islamic business ethics to preserve consumer trust.

Although prior studies have extensively discussed digital marketing in fashion generally, a significant empirical gap persists regarding quantitative data on how Sharia compliance specifically enhances sales performance within the Middle Eastern imported fashion niche market. This study utilizes a quantitative methodology to bridge this research gap (Toni Setio Cahyono et al., 2025). The objective of this study is to examine the extent to which digital marketing strategies and Sharia compliance contribute to the enhancement of international fashion sales. By focusing on Outfitby.Najah as a case study, this research provides empirical data on how religious values can serve as a competitive advantage rather than a hindrance in the global digital market. These findings are expected to offer practical insights for Muslim entrepreneurs and provide a theoretical contribution to the literature on Islamic Business Management and *Muamalah*.

2. Literature Review

Theoretically, digital marketing strategies function as the primary communication channel that bridges the distance between overseas manufacturers (Egypt) and local consumers. The utilization of platforms such as Instagram or TikTok enables Outfitby.Najah to execute highly specific targeted

marketing. From a business management perspective, the effectiveness of digital content and the accessibility of product information are directly correlated with consumer purchasing decisions. A higher level of digital engagement subsequently increases the probability of international sales conversion. Within the framework of Islamic economics, Sharia Compliance is not merely a label but a pivotal factor in constructing Brand Trust (Lathifah et al., 2024). For Muslim consumers, the assurance that the abaya products are genuinely original from Egypt and that the transactions are conducted without any element of deception (*gharar*) constitutes a significant value-added component. Aligned with this principle, the Sharia compliance variable is positioned as an ethical pillar in business operations. From the perspective of Islamic economic law (*muamalah*), every transaction must be anchored on the principles of honesty (*shiddiq*) and transparency. Sharia compliance in digital marketing encompasses the clarity of the contract (*aqd*) and the absence of deceptive elements in product descriptions. Furthermore, Muslim consumer behavior theory indicates that religiosity and trust in the seller's integrity are determinant factors influencing consumer loyalty. Consequently, for enterprises like Outfitby.Najah, consistency in preserving product authenticity and information transparency not only fulfills religious legal aspects but also serves as a strategic mechanism to build market trust. Theoretically, the trust generated from Sharia business practices will enhance customer retention and loyalty, which act as the primary drivers for long-term sales volume expansion. The relationship between these three variables is rooted in Muslim consumer behavior theory, which emphasizes that purchasing decisions are influenced by a combination of ease of access (digital) and value congruence (Sharia). A massive digital marketing strategy devoid of Sharia compliance can trigger a crisis of trust; conversely, Sharia compliance without digital marketing will render products difficult to recognize (Aryani Rosita & Yunus Mustaqim, 2023). Therefore, the synergy between innovative digital content and Sharia transparency in the operations of Outfitby.Najah is positioned as variables that simultaneously strengthen market positioning and enhance sales performance in the international fashion industry.

3. Research Methods

This study focuses on the business unit Outfitby.Najah as the primary research object, which is an entrepreneurial entity in the Muslim fashion sector specializing in original imported abaya products from Egypt. The research was conducted over a three-month period, spanning from February to April 2026. Given that the investigated object operates within the digital marketplace, the geographical scope of this research encompasses Outfitby.Najah's customers across Indonesia who conduct online transactions, with the operational data center based in Pakapuran Village, North Amuntai District, South Kalimantan Province. The selection of this object and regional scope aims to provide a concrete illustration regarding the effectiveness of the international fashion business within the digital ecosystem. In the data collection process, this study employs a questionnaire technique as the primary instrument distributed to customers (Suraya & Zulfikar, 2025). The questionnaire was structured using a validated Likert scale to measure respondents' perceptions of digital marketing strategies and Sharia compliance in transactions. In addition to the questionnaire, observations of the company's official social media and a literature review were conducted to strengthen the data regarding market trends for Egyptian abayas. The questionnaire instrument underwent prior validity and reliability testing to ensure that each item is capable of generating accurate data relevant to the research objective, namely measuring the influence of the independent variables on sales volume. To process the collected data, inferential statistical analysis techniques consistent with a quantitative approach were utilized. Data analysis initiated with classical assumption tests to ensure the research model met the criteria for normality, and was free from multicollinearity and heteroscedasticity. Subsequently, hypothesis testing was performed using multiple linear regression analysis to determine the direction and magnitude of the influence of digital marketing strategies and Sharia compliance, both individually (T-test) and collectively (F-test). The utilization of this analysis technique ensures that the obtained results possess scientific accountability and can address the research questions concerning the factors that enhance the sales performance of Outfitby.Najah in the international market (Azharuddin et al., 2025).

4. Results and Discussion

4.1. Operational Mechanisms and Validity Analysis of Digital Contracts

The operational mechanism of the Outfitby.Najah business unit fundamentally relies on digital communication via WhatsApp and Instagram platforms as the primary media for executing contracts (*aqd*). Within the review of Islamic economic law, this transaction model is categorized as a contract between two parties who are not physically present in the same physical assembly (*ittihad al-majlis*) but are interconnected through real-time communication. The validity of contracts executed through textual messages (chat) or voice calls is deemed valid by the majority of contemporary Islamic scholars, provided

that the pillars (*ruk'n*) and conditions (*shurut*) of buying and selling are transparently fulfilled. The clarity regarding the specifications of the goods (*mabi'*) and the agreed price (*thaman*) within the digital chatroom serves as a substitute for solid physical evidence (*bayyinah*). A classic issue in remote buying and selling is the absence of the physical object before the buyer when the contract takes place. To mitigate potential uncertainty (*gharar*), Outfitby.Najah implements the principle of detailed description, known as *Bai' as-Shifah* (Setiawan, 2025). However, the highest legal protection for consumers still rests upon the concept of *Khiyar al-Ru'yah* (the option of inspection). As extensively elucidated in the book *Al-Fiqhu al-Manhaji 'ala Madzhabi al-Imam asy-Syafi'i* by Dr. Musthafa al-Khin et al., the Shafi'i school of thought generally requires direct visual inspection of the contract's object. Nonetheless, in a modern context, visual descriptions provided through photographs and videos are considered to adequately represent physical presence. If, upon the arrival of the abaya in the hands of the customer in South Kalimantan, any discrepancy or un-notified defect is discovered, the buyer possesses the Shari'ah legal right to rescind the contract (Samudra & Tamamudin, 2025). This aligns with the opinion of Al-Sarakhsi in the book *Al-Mabsuth*, which emphasizes that the right of *Khiyar al-Ru'yah* serves as an instrument of justice to guarantee absolute mutual consent (*an-taradhin*) without any party being wronged. A highly crucial aspect of Outfitby.Najah's management is the advance payment scheme made by the owner to the supplier in Egypt before the products are shipped.

The phenomenon where the buyer pays in advance while the goods are delivered later textually and contextually resembles the mechanism of the *Salam Contract* (*Akad Salam*). In this system, trust capital becomes an asset far more valuable than financial capital itself. The owner's willingness to bear the financial risk at the initial stage demonstrates a high level of business integrity. Package delivery from Egypt to South Kalimantan involves a lengthy and risky international logistics chain; however, transparent management regarding estimated timeframes and cargo conditions reinforces the owner's position as a trustworthy custodian (*amin*). This transparency at every shipping stage provides peace of mind for both buyers and resellers, while simultaneously differentiating Outfitby.Najah from competitors who utilize identical platforms but fail to cultivate trust. In efforts to enhance international sales volume, Outfitby.Najah does not solely rely on Instagram and TikTok algorithms; rather, it prioritizes honest and educational promotional ethics. The phenomenon where many sellers fail despite utilizing the same platforms indicates that digital marketing strategies require the integration of human and spiritual values. The owner markets products to resellers by emphasizing product originality, which in an Islamic perspective represents the avoidance of *tadlis* (the concealment of defects). Intensive communication and the facilitation of a flexible payment system via bank transfers further accelerate product turnover. This interaction pattern generates a business ecosystem that does not merely chase profit but also propagates welfare through the economic empowerment of the local community in South Kalimantan. This success confirms that marketing digitalization accompanied by genuine Sharia compliance generates far stronger consumer loyalty compared to mere visual promotion devoid of an ethical foundation (Fadila & Maretta, 2025).

4.2. Risk Analysis, Trust, and International Logistics Accountability

Within the business ecosystem of Outfitby.Najah, an interesting phenomenon emerges regarding risk management and trust, which serve as the cornerstone of business sustainability. The implemented payment system, wherein the owner makes full advance payments to the supplier in Egypt before the goods are dispatched, demands a level of trust that transcends conventional transaction standards. In the perspective of Islamic law, this scheme is closely associated with the *Salam Contract*, defined as the purchase of goods with specific criteria to be delivered at a future date, while the payment is settled in full upfront. The validity of this contract in an international context heavily depends on the integrity and honesty of the involved parties. The owner of Outfitby.Najah acts as a trustee who bears the initial financial risk, which in *muamalah* studies is termed as full responsibility to ensure the availability of the goods (*mabi'*) for customers and resellers (Wati & Fasa, 2024b). This trust does not develop instantaneously; instead, it is constructed through consistent information transparency. Given the vast geographical distance between Egypt as the country of origin and South Kalimantan as the final distribution point, the international logistics chain poses a significant operational challenge. The shipping process involving third-party international freight forwarders is frequently exposed to risks of delay, damage, or loss of goods. However, the researcher found that Outfitby.Najah mitigates these risks through a proactive communication system. Every shipping stage is honestly communicated to the customers, including technical constraints that may occur on the ground. This action constitutes an implementation of the principles of *Amanah* (trustworthiness) and *At-Ta'awun* (mutual assistance), whereby the business actor does not solely pursue profit but also protects consumer welfare to avoid harm (*dharar*).

Furthermore, the payment system, which is predominantly conducted via digital bank transfers, provides an additional layer of security and accountability. Every transaction is automatically recorded within the banking system, which under both positive national law and Islamic law can serve as written evidence (*kitabah*) in the event of a future dispute. This brings psychological peace of mind to customers engaging (Azis et al., 2025) in remote transactions. In the international business arena which is rife with fraud risks, Outfitby.Najah's success in maintaining this "pay-in-advance" cycle proves that Islamic spiritual values—such as keeping promises and transparency—when consistently implemented in digital business, transform into powerful brand equity. This factor explains why customers remain loyal and feel secure despite having to pay upfront; they receive a moral guarantee that their rights as buyers will be fulfilled in accordance with the mutually agreed contract.

4.3. *Differentiation of Digital Marketing Strategies and Reseller Network Empowerment*

The successful sales enhancement at Outfitby.Najah is determined not merely by the technical utilization of social media platforms, but rather by a content strategy that possesses value differentiation. The phenomenon where many Muslim fashion entrepreneurs promote on Instagram, Shopee, and TikTok yet fail to capture the market shows that digital marketing success requires more than just product visualization. The researcher discovered that Outfitby.Najah implements a Social Commerce strategy rooted in education and authenticity. The presented content does not merely showcase the aesthetics of the Egyptian abaya but also provides profound insights regarding material characteristics, design philosophies, and proof of product authenticity from the country of origin. In the perspective of Islamic economics, this is a tangible effort to avoid *Tadlis* (the concealment of defects or dishonesty), whereby consumers are granted full information rights before making a purchasing decision. Furthermore, the management of the reseller network serves as the primary engine for Outfitby.Najah's market expansion. In contrast to conventional business models that tend to be exploitative, the owner fosters relationships with resellers through the principles of Partnership (*Syirkah/Ta'awun*). The marketing strategies shared with resellers are not limited to product photographs but include data support and the assurance that the items they sell possess high exclusivity and guaranteed originality.

The success in attracting resellers to purchase goods in large quantities is (Taufiqurrachman & Muhammad Sofwan Jauhari, 2025) influenced by the certainty of a direct supply from Egypt, which provides a competitive advantage in the local South Kalimantan market. This proves that massive promotion on TikTok and Instagram becomes effective only when supported by robust product knowledge and trusted brand integrity. The integration between digital technology and Sharia compliance ultimately fosters an "ecosystem of goodness" in business. The payment system via digital transfers and contracts re-confirmed through communication media ensure that no rights are neglected along the distribution chain. Accordingly, the sales increase experienced by Outfitby.Najah is not a mere stroke of social media algorithm luck, but the result of the consistent application of Islamic business ethics. This insight offers a vital contribution to the development of contemporary Islamic economic law: that the validity of digital business lies not only in the formalities of the contract (*aqd*) but in the extent to which the values of justice, transparency, and mutual benefit (*maslahah*) are implemented within every operational strategy (Siregar et al., 2026).

5. Conclusion

This study concludes that the integration of digital marketing strategies and Sharia compliance serves as a crucial determinant in driving the growth of Muslim fashion sales in the international market. Through the utilization of digital communication platforms, geographical barriers between manufacturers in Egypt and consumers in South Kalimantan can be significantly minimized. From a juridical-empirical perspective, the validity of remote transactions within the Outfitby.Najah business unit is fully maintained through the mechanism of detailed descriptions (*Bai' as-Shifah*) and the protection of consumer rights via the application of inspection options (*Khiyar al-Ru'yah*). The buyers' sense of security regarding the advance payment scheme which partially resembles the characteristics of the *Salam Contract (Akad Salam)* as well as the loyalty of the reseller network, are successfully sustained through the consistency of Islamic *muamalah* ethics that prioritize transparency and information honesty to eliminate elements of both *tadlis* and *gharar* (Mahsun, 2025). The theoretical implications of this study confirm that adherence to religious values does not degrade business competitiveness in the Society 5.0 era; instead, it transforms into a unique added value that strengthens market positioning. The limitation of this research centers on the scope of the research object, which remains on a single entrepreneurial scale. Therefore, future research agendas are recommended to expand the sample cluster to a more diverse niche market of Middle Eastern imported fashion to generate statistical conclusions that can be more comprehensively generalized.

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