The Role of Social Media in Building the Brand Image of Islamic Business for Young Entrepreneurs

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ABSTRACT

The development of digital technology has brought significant changes to business marketing strategies, particularly among young Muslim entrepreneurs. Social media has become a creative, effective, and cost-efficient space for developing the brand image of Islamic businesses. This study employs a library research method by examining theories, academic journals, and previous research findings related to digital branding strategies, social media, and Islamic business. The results indicate that social media plays an important role as a medium for communicating Islamic values reflected in products, services, and business ethics. The utilization of platforms such as Instagram, TikTok, and YouTube is able to enhance public trust, expand market reach, and build an authentic and religious brand image. Through Islamic content strategies, testimonials, storytelling, and active interaction, young entrepreneurs can strengthen their business positioning and compete fairly in the modern market.

INTRODUCTION

The development of digital technology has brought fundamental changes to the modern business landscape. The emergence of social media as part of digital transformation has created new spaces for communication patterns, interaction, and marketing strategies. Social media is no longer merely a tool for information dissemination, but has evolved into a primary platform for building relationships between business actors and consumers (Aprilia et al., 2023). This transformation provides significant opportunities for young entrepreneurs, particularly those engaged in businesses based on Islamic values, to build and strengthen their brand image amid increasingly intense business competition.

From the perspective of Islamic business, brand image is not viewed solely as a visual symbol or commercial identity, but as a representation of the moral

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values, ethics, and Sharia principles upheld by a company (Herlina et al., 2019). Contemporary Muslim consumers are becoming increasingly selective in choosing products, not only oriented toward quality and price, but also toward aspects of halal compliance, honesty, and the blessing of the business (Yogyakarta, 2018). Therefore, strengthening brand image through social media has become an essential strategy that must be implemented by young Muslim entrepreneurs to foster public trust and ensure business sustainability.

Indonesia, as the country with the largest Muslim population in the world and a very high level of social media usage, represents a potential market for the development of Sharia-based businesses. Data indicate that the majority of active social media users come from the younger generation, who are the dominant actors in modern entrepreneurship (Indranata & Safitri, 2022). This condition positions social media as a strategic instrument for expanding marketing networks and creating brand positioning that differentiates businesses from their competitors.

However, building the brand image of Islamic businesses is not without challenges. Intense competition, consumer demands for transparency, and the need to maintain the authenticity of Islamic values require business actors to adopt communication approaches that are creative, professional, and sustainable. Therefore, this study aims to examine in depth how social media can be used effectively to build the brand image of Islamic businesses among young entrepreneurs, as well as to identify strategies that can be applied to enhance consumer trust and loyalty.

RESEARCH METHODE

This study employs a library research method, which is a research technique that involves collecting data from various sources of academic literature, including:
1. Data Collection
   - National and international academic journals
   - Books related to digital marketing and Islamic business
   - Academic articles and reports from previous studies
2. Data Analysis
   - Identification of issues and topics related to the role of social media and Islamic business branding
   - Collection of relevant literature data aligned with the research theme
   - Content analysis to draw conclusions based on theoretical discussions
   - Interpretation of the findings to identify scholarly contributions to the development of related research

3. Conclusion Drawing
- Synthesizing specific facts, theories, and concepts from various literature sources to generate general findings
- Applying general theories and conceptual approaches related to branding, digital marketing, and Islamic business to analyze real cases and phenomena occurring in the practices of young entrepreneurs

RESULT AND DISCUSSION

The development of digital technology has brought about major transformations in communication systems, including in the business sector. Social media has now become a strategic space for building brand image, particularly for young entrepreneurs who develop businesses based on Islamic values (Social & Business, 2025). Changes in consumer behavior that increasingly rely on digital information have positioned social media as an effective medium for strengthening trust, expanding market reach, and embedding brand identity more deeply.

Social Media as an Instrument for Islamic Business Branding

Brand image refers to public perceptions and evaluations of a product that are formed through experience, communication, and the representation of values displayed by a business. In the context of Islamic business, brand image formation is not solely based on product excellence, but also on ethical and spiritual values in accordance with Sharia principles (Brand et al., 2022). Therefore, social media serves not only as a promotional space, but also as a medium for conveying Islamic business ethics such as honesty, transparency, responsibility, and the pursuit of blessings (barakah) in business activities.

Young Muslim entrepreneurs utilize social media to present a religious identity through content that emphasizes the concepts of halalan thayyiban, trustworthiness in service, fair pricing, and morally responsible products (Wahid et al., 2021). Modern consumers tend to place greater trust in brands that demonstrate ethical commitment rather than merely offering commercial products. This indicates that spiritual excellence can serve as a strong source of competitive advantage in an increasingly saturated market.

Creative Content Strategies in Strengthening Brand Image

In the process of building an Islamic business brand image, content creativity is a crucial factor influencing user engagement (Haziroh et al., 2022). Young entrepreneurs develop diverse content strategies to communicate business values and vision, including:

1. Storytelling of business journeys that contain inspirational and motivational narratives related to spiritual transformation (hijrah), thereby creating emotional connections.
2. Customer testimonials and reviews as evidence of trust and the halal quality of products.
3. Islamic educational content, such as Qur'anic verses related to honesty in business, ethical trading practices, or the benefits of charity (sadaqah) in expanding sustenance.
4. Behind-the-scenes content of production processes that demonstrates transparency and a halal value chain.
5. Collaboration with Muslim influencers, digital preachers, or hijrah communities.

These content strategies help shape a positive perception that Islamic businesses do not merely pursue financial profit, but also carry missions of da'wah and blessing. This authenticity of communication forms a strong foundation for building consumer loyalty.

Social Media as a Space for Interaction and Trust Building

Trust is a key element in the formation of brand image. Social media provides two-way communication features that allow business actors to interact directly with consumers without limitations of time and location (Pamungkas et al., 2024). Features such as direct messaging, comments, live streaming, and polling create open discussion spaces between sellers and buyers. This interaction creates the impression that a brand is not merely a commercial entity, but a community that maintains emotional closeness with its audience.

Active engagement in responding to inquiries, handling complaints, and providing prompt solutions demonstrates that Islamic businesses prioritize friendly and professional service in accordance with the Islamic principle of khidmah (service). This has a significant impact on strengthening consumer loyalty and building a positive public reputation.

The Role of Influencers and Digital Communities in Strengthening Brand Identity

The phenomenon of digital influencers has a strong influence on shaping public opinion. Muslim influencers who are known for consistency in Islamic lifestyles contribute significantly to legitimizing the brand image of Islamic businesses. When public figures recommend a product, public trust increases substantially due to social proof (Rulings, 2024). In addition to influencers, the presence of communities such as hijrah communities, Muslimpreneur networks, and Sharia business forums serves as support networks and sources of organic promotion. Collaborative activities such as halal business training,

entrepreneurship talk shows, and joint social initiatives can significantly strengthen brand positioning (Ruhmah, 2024).

Implications of Social Media in Modern Business Competition

In an increasingly competitive business environment, value-based identity becomes a key differentiator. Consumers today evaluate not only quality and price, but also the meaning and principles embedded in products. By utilizing social media professionally, young Muslim entrepreneurs are able to build competitive advantages based on spirituality and ethics (Zahra et al., 2021). As a result, Islamic businesses are positioned not merely as economic entities, but also as agents of social change that carry missions of blessing, goodness, and meaningful contributions to the development of the Muslim community.

CONCLUSION

Social media plays a highly significant role in building the brand image of Islamic businesses among young entrepreneurs. Through creative communication strategies, the delivery of religious values, and direct interaction with consumers, Islamic businesses are able to gain public trust and effectively strengthen their brand image. The utilization of social media is not solely aimed at increasing sales, but also at building identity and value-based advantages grounded in Sharia principles. Therefore, young entrepreneurs need to optimize social media in a professional and sustainable manner in order to succeed in digital competition.

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