

Transformation of marketing strategies in the retail sector through social media: An Islamic values perspective

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Abstract

Digital transformation is pushing retail businesses to adapt their marketing strategies through social media. This study analyzes the integration of social media by SMB MMTC and identifies the opportunities and challenges faced. Using a qualitative case study approach, data was collected through interviews, observations, and documentation at the supermarket located in Medan City. The results show that Instagram, TikTok, and Facebook play a strategic role in expanding market reach, increasing engagement, and strengthening local branding. Challenges include limited human resources, algorithm changes, restricted promotional budgets, and a lack of data-driven evaluation. From an Islamic economic perspective, business practices align with Sharia principles, including transparency, honesty, and freedom from usury and uncertainty. This study concludes that social media functions as both a promotional tool and an interactive platform, with the success of transformation determined by internal readiness, content innovation, and support from a sustainable digital ecosystem.

Public Interest Statement:

This research is important for the public because it provides insights into how local retail businesses, such as SMB MMTC, can effectively utilize social media to expand their market, increase interaction with consumers, and implement marketing strategies that are in line with Islamic economic principles in the era of digital transformation.

Keywords: Islamic marketing, marketing strategy; retail sector; social media; Sharia economy.

Paper type: Case study

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ARTICLE INFO:
Received 6/11/2025
Revised: 7/17/2025
Accepted: 8/8/2025
Online First 8/15/2025



SERAMBI: Jurnal Ekonomi
Manajemen dan Bisnis Islam,
Vol 7, No. 3, 2025, 299-314
eISSN 2685-9904



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Abstrak

Transformasi digital mendorong pelaku usaha ritel untuk mengadaptasi strategi pemasaran melalui media sosial. Penelitian ini menganalisis integrasi media sosial oleh Swalayan Maju Bersama MMTC serta mengidentifikasi peluang dan tantangan yang dihadapi. Menggunakan pendekatan kualitatif studi kasus, data diperoleh melalui wawancara, observasi, dan dokumentasi di swalayan yang berlokasi di Kota Medan. Hasil penelitian menunjukkan bahwa Instagram, TikTok, dan Facebook berperan strategis dalam memperluas jangkauan pasar, meningkatkan engagement, dan memperkuat branding lokal. Tantangan yang dihadapi meliputi keterbatasan sumber daya manusia, perubahan algoritma, keterbatasan anggaran promosi, serta minimnya evaluasi berbasis data. Dari perspektif ekonomi Islam, praktik perdagangan telah memenuhi prinsip syariah, mencakup transparansi, kejujuran, dan bebas dari riba maupun gharar. Penelitian ini menyimpulkan bahwa media sosial berfungsi sebagai sarana promosi sekaligus interaksi, dengan keberhasilan transformasi ditentukan oleh kesiapan internal, inovasi konten, dan dukungan ekosistem digital berkelanjutan.

Pernyataan Kepentingan Publik:

Penelitian ini penting bagi publik karena memberikan wawasan tentang bagaimana pelaku usaha ritel lokal, seperti Swalayan Maju Bersama MMTC, dapat memanfaatkan media sosial secara efektif untuk memperluas pasar, meningkatkan interaksi dengan konsumen, serta menjalankan strategi pemasaran yang sesuai prinsip ekonomi Islam di era transformasi digital.

Kata Kunci: Transformasi; Strategi Pemasaran; Sektor Ritel; Media Sosial; Ekonomi Syariah.

Introduction

In the past five years, there has been a significant increase in attention to the role of social media in transforming marketing strategies within the retail and MSME (Micro, Small, and Medium Enterprises) sectors. Platforms like Instagram, Facebook, and TikTok have become primary tools for building marketing communications that are interactive, cost-effective, and capable of reaching a broader audience. Wardani et al. (2024) found that marketing strategies executed through Instagram—such as the use of attractive visuals, consistent posting, and promotions during specific moments like Ramadan or National Shopping Day—significantly boosted sales volumes. This study emphasizes the importance of tailoring content to align with current trends and audience preferences on social media. Meanwhile, Nurul Izzah et al. (2022) highlighted that features on social media, such as Instagram Stories, Live Streaming, and Highlights, can foster a more personalized relationship between brands and their customers. When these interactions are conducted consistently, they strengthen consumer loyalty and positively impact transaction levels. This research also underscores the significance of time management and visual aesthetics in managing business accounts on social media.

More broadly, Irsyad et al. (2024) explored the influence of social media on traditional media marketing strategies in Indonesia. They emphasized that conventional media strategies, such as television and radio, are increasingly being integrated with digital approaches, like live streaming on Instagram and TikTok, as well as cross-promotion through social media content. The findings indicate that this integration increases audience engagement and expands market segmentation. However, challenges remain, particularly in the areas of content innovation and adapting to the evolving dynamics of social media algorithms. On another note, Ramadhani et al. (2024) illustrated how social media served as a

lifeline for small businesses that previously relied solely on offline sales. By intensively utilizing Instagram—through local celebrity endorsements, relevant hashtags, and "daily look" campaigns—these businesses were able to survive and even thrive during the pandemic. This study demonstrates that social media offers a valuable opportunity for small businesses to connect with consumers across different locations at a relatively low cost.

Furthermore, Nasution et al. (2024) confirmed that digital marketing strategies implemented via social media have a positive impact on increasing revenues for MSMEs. They concluded that training in social media usage, along with local government support in the form of digital marketing training, helped accelerate the transformation of MSME marketing strategies. Social media serves not only as a communication channel but also as a medium for distribution and interaction, shaping brand perception directly in the minds of consumers. Therefore, these various studies suggest that social media has become a crucial pillar in modern marketing strategies for both large retail companies and MSMEs. This shift impacts not only how promotions are conducted but also alters business interaction models with customers, sales strategies, and consumer decision-making processes. Consequently, businesses and academics need to comprehend and continually update their approaches to social media as an integral aspect of transforming marketing strategies in the digital era.

Despite numerous studies addressing the use of social media in retail marketing strategies, there is still a significant lack of research systematically comparing the effectiveness and ethical implications of conventional versus Sharia-based marketing strategies. This gap is particularly evident in the context of local retail businesses undergoing digitalization, such as Swalayan Maju Bersama MMTC. The scarcity of comparative studies that explore conventional retail marketing strategies alongside sharia-based strategies, especially considering the impacts of digitalization and social media, remains a critical issue in this field of research. This study aims to analyze how Swalayan Maju Bersama MMTC is transforming its marketing strategies in response to evolving market dynamics. Additionally, it seeks to identify various opportunities and challenges encountered during this transformation process. Furthermore, the study will examine the extent to which sharia-based trading principles are applied in supermarket operations and explore the associated opportunities and challenges of consistently implementing sharia concepts within the modern retail context.

Literature Review

Sharia in Retail Marketing

Islamic business ethics play a crucial role in shaping retail marketing practices that align with Islamic values. According to Antonio (2021) in his book *Business Ethics in Islam*, business activities in Islam prioritize not only profit but also ethical and moral considerations. Core principles such as honesty (*sidq*), trustworthiness (*amanah*), justice (*'adālah*), and transparency in transactions must guide retail marketing. This means ensuring price clarity, accurate product descriptions, and fair service without discrimination.

The foundation of retail marketing in Islam is also rooted in *muamalah* principles, as explained by Karim (2020). These principles require that socio-economic transactions comply with halal standards, avoiding *riba* (usury), *gharar* (excessive uncertainty), and *maysir* (gambling or speculation). In practice, this means offering halal-certified products and avoiding deceptive promotions or exploitative financing schemes. Sharia marketing, as defined by Sutedi (2022), involves creating, communicating, and delivering value to customers by Islamic teachings. This approach is built on four key values: *Tawhid*, which frames business as an act of worship; *Akhlaq*, emphasizing moral conduct in business relationships; *Balance*, ensuring harmony between worldly and hereafter interests while maintaining Fairness

between producers and consumers; and *Fairness*, which prohibits exploitation and fraud in transactions. By integrating these values, sharia marketing fosters ethical business practices that resonate with Muslim consumers.

The growing awareness of a halal lifestyle among Muslim consumers further reinforces the importance of sharia-compliant retail marketing. Hasanah & Fitria (2023) note that modern Muslim consumers seek products and services that are not only *halal* but also *thayyib* (safe, wholesome, and beneficial). This trend spans various sectors, including food, cosmetics, finance, and digital services, creating opportunities for brands to build loyalty through trust and adherence to Islamic principles. Digital transformation also presents new considerations for sharia-compliant marketing. Fauzi & Salamah (2024) highlight the need to ensure that digital promotions, e-wallets, loyalty programs, and discounts comply with Islamic ethics. Businesses must develop sharia digital literacy to navigate technological advancements while maintaining halal and ethical standards. By embedding these Islamic values into retail marketing, businesses can strengthen consumer trust and contribute to a more sustainable economy. The *Theory of Muamalah* underscores the importance of fair and transparent transactions. At the same time, the *Theory of Islamic Business Ethics* integrates moral teachings from the Qur'an and Hadith into commercial practices. Together, these principles ensure that retail marketing aligns with the broader objectives of Islamic economics and ethics.

Modern retail marketing framework in the digital era

Modern retail marketing is defined by dynamic strategies that blend traditional principles with digital advancements. According to Kotler and Keller (2021), a marketing strategy serves as the foundation for achieving business objectives through market segmentation, target market selection, positioning, and the marketing mix (Product, Price, Place, and Promotion). To remain competitive, businesses must continually adapt to shifts in consumer behavior, technological innovations, and market trends (Lamb, Hair, & McDaniel, 2020).

The rise of digital platforms has transformed marketing communications. Kaplan and Haenlein (2021) define social media as Web 2.0-based applications that enable user-generated content and interactive engagement. These platforms provide businesses with unprecedented opportunities to enhance brand awareness, foster customer engagement, and expand market reach through real-time interactions (Tuten & Solomon, 2022).

Digital transformation has become essential for modern retail. Chaffey and Ellis-Chadwick (2023) emphasize that integrating digital technologies—such as social media, e-commerce, data analytics, and automation—enhances customer value and operational efficiency. Retailers that leverage these tools gain a competitive edge by meeting the demands of increasingly tech-savvy consumers.

Consumer behavior has also changed significantly in the digital age. Solomon (2022) highlights that modern consumers actively research products online, relying on reviews, testimonials, and social media content before making purchases. Kotler et al. (2021) add that today's consumers expect personalized, seamless, and transparent experiences, prompting retailers to adopt responsive, data-driven strategies.

The omnichannel approach has emerged as a vital strategy in modern retail. Verhoef et al. (2022) explain that integrating offline and online channels creates a cohesive customer journey, enhancing engagement and satisfaction. Technology facilitates this integration by allowing personalized experiences based on consumer data. Additionally, digital promotions and interactive platforms strengthen brand loyalty, as noted by Rigby (2024). By combining traditional marketing frameworks with digital innovations, modern retail marketing can deliver value-driven, adaptive, and customer-centric experiences in an ever-evolving marketplace.

Methods

This research is a qualitative study utilizing a case study approach. This methodology was selected to gain an in-depth understanding of how retail businesses, particularly local supermarkets, are transforming their marketing strategies to leverage social media. The focus is on addressing challenges and exploring new opportunities in the digital era.

The specific object of this research is the marketing strategy transformation process undertaken by Swalayan Maju Bersama MMTC, particularly in how they use social media for promotion and marketing communication. The research subjects include employees responsible for marketing or social media management, as well as regular supermarket consumers, who serve as additional respondents for data triangulation.

The study was conducted at Swalayan Maju Bersama MMTC, located in Medan City, in April 2025. Data collection involved three primary techniques: in-depth interviews, participatory observation, and documentation. Interviews were carried out with supermarket employees to gather information regarding the background, processes, and evaluation of the marketing strategies implemented. Observations were made of in-store marketing activities and through social media platforms, including Instagram, Facebook, and TikTok, to assess the execution of these strategies. Additionally, documentation was employed to collect supporting data, including screenshots of social media posts, digital brochures, customer testimonials, and statistics on social media engagement.

Results and discussion

Marketing strategy transformation

SMB MMTC's embrace of digital marketing through platforms like Instagram, TikTok, and Facebook represents a fundamental transformation in how the supermarket connects with customers. Where traditional methods like banners and word-of-mouth once dominated, the store now thrives through vibrant digital content - eye-catching product visuals, engaging promotional videos, and real-time live streams showcasing daily deals. This shift goes far beyond adopting new tools; it has reshaped the very culture of the organization. Staff members who previously had no digital marketing experience have enthusiastically developed skills in content creation, product photography, and instant customer communication, demonstrating the business's commitment to digital adaptation.

The strategic use of social media has unlocked three significant advantages for SMB MMTC. First, the supermarket's market presence has expanded dramatically through innovative use of geotags and trending hashtags, allowing it to reach potential customers well beyond its immediate neighborhood. Second, their marketing approach has become far more interactive and engaging, with features like opinion polls, special giveaways, and responsive Q&A sessions creating stronger emotional bonds with their customer base. This interactive strategy has cultivated a loyal online community that actively participates in the brand's digital presence. Third, their social media efforts have successfully repositioned SMB MMTC as a contemporary, customer-focused retailer that stands apart from more traditional competitors through its dynamic digital engagement.

Looking ahead, SMB MMTC has opportunities to deepen its digital transformation. The supermarket could leverage customer data from its social platforms to create more personalized shopping experiences and targeted promotions. There is also potential to expand into e-commerce integration, allowing customers to make purchases directly through digital channels. Additionally, exploring influencer collaborations and user-generated content could further amplify their brand message. As SMB MMTC continues this digital journey, maintaining the balance between technological innovation and authentic customer

connections will be key to sustaining long-term growth in an increasingly competitive retail landscape.

Supermarkets also face some important challenges in implementing social media strategies, including limited Digital Resources and Knowledge. Employees have not had specialized training in digital marketing, so the management of social media accounts is still trial and error and not professionally structured. Reliance on third-party platforms, changes in Instagram or TikTok algorithms can immediately affect the reach of content, making marketing strategies less stable if not quickly adapted. Lack of Data-Driven Evaluation, Despite increasing interactions, not all digital activities are measured with systematic data. This makes it difficult for management to assess content effectiveness quantitatively.

Table 1.*Marketing Strategy Opportunities and Challenges*

Opportunities	Explanation
Wider Market Reach	Social media reaches customers from outside the MMTC area.
Increased Engagement (Customer Interaction)	Two-way communication through customer comments, DMs, and tagging.
Digital Innovation (Apps & E-commerce)	The presence of MBSshop application and collaboration with Bibli facilitates product access.
Variety of Creative & Interactive Content	There are promotional, educational (nutrition, tips), and interactive content (polls, quizzes, live).
Adaptation to Digital Consumer Trends	Keeping up with viral content trends and current digital customer needs.
Challenge	Explanation
Limited Human Resources	Lack of staff to manage accounts, lack of content ideas & design skills.
Budget Limitations	Not optimized in digital advertising, automated promotion, and digital loyalty system.
Dynamic Social Media Algorithm	Content performance can drop dramatically due to Instagram/TikTok algorithm changes.
Content Segmentation Difficulty	It is difficult to create content that is suitable for all segments (young people, families, elderly).
Communication Crisis	Posting errors (such as prices) need to be handled quickly so that distrust does not arise.
External Challenges (Purchasing Power & Competition)	Fluctuating purchasing power and intense competition with modern stores and large e-commerce.
Lack of Local Influencer Collaboration	Not utilizing endorsement strategies that can expand reach and increase brand trust.

The SMB MMTC has undergone significant changes in its marketing strategy, particularly with the active use of social media platforms like Instagram, TikTok, and Facebook. This transformation aligns with the marketing strategy framework proposed by Kotler and Keller (2021), which emphasizes the importance of adapting to market changes, technology, and consumer behavior to achieve marketing objectives. The supermarket's shift from traditional promotional methods, such as banners and word of mouth, to digital content like product photos, promotional videos, and live streaming demonstrates a strategic adaptation to the digital landscape. This change not only enhances product promotion but also fosters customer engagement through interactive content, which is supported by Kaplan and Haenlein (2021), who highlight the interactive and real-time nature of social media as a powerful marketing tool.

However, the supermarket faces challenges, including limited digital resources and knowledge among employees, which can hinder effective social media management. This situation reflects the need for businesses to embrace digital transformation, as outlined by Chaffey and Ellis Chadwick (2023), who argue that integrating digital technology into marketing processes is essential for creating customer value and improving business efficiency. The reliance on third-party platforms and the dynamic nature of social media algorithms further complicate the marketing strategy, making it crucial for Swalayan Maju Bersama MMTC to remain agile and responsive to these changes.

Moreover, the supermarket's approach to marketing aligns with Islamic business ethics, as described by Antonio (2021), which emphasizes honesty, trustworthiness, justice, and transparency in transactions. The principles of *muamalah*, as explained by Karim (2020), require that products sold are halal-certified and free from exploitative practices, ensuring that marketing strategies adhere to ethical standards. Sutedi (2022) further elaborates on sharia marketing, which focuses on creating and delivering value by Islamic principles, emphasizing the importance of morality and fairness in business relationships.

As Muslim consumers become increasingly aware of the significance of halal and *thayyib* products, as noted by Hasanah & Fitria (2023), there is a growing opportunity for Swalayan Maju Bersama MMTC to build brand loyalty based on trust and sharia values. By effectively leveraging social media and adhering to Islamic principles, the supermarket can enhance its market reach and customer engagement while contributing to a more sustainable economy. Ultimately, integrating these Islamic values into retail marketing not only fosters consumer trust but also aligns with the broader goals of ethical business practices in the digital age.

Marketing strategy opportunities

The opportunity to transform marketing strategies through social media at SMB MMTC has opened up new opportunities that were previously unreachable through conventional approaches. Since starting to use social media in 2020 actively, SMB MMTC has been able to utilize digital advantages to reach consumers more widely and efficiently. Platforms such as Instagram, TikTok, and Facebook are used strategically based on audience segments. Instagram is used for aesthetic visual promotions, while TikTok is used to attract young people with viral and light-hearted content. At the same time, Facebook is aimed at more mature customers, especially homemakers and their communities. One of the main opportunities that emerged was increased visibility and market reach. Many new customers claim to have first learned about SMB MMTC from social media, primarily through promotional content, short videos, and interesting product posts. This allows SMB MMTC to reach not only customers around the MMTC area, but also people from outside the area, who are attracted to come after

seeing relevant content or viral promos. Thus, social media becomes an effective tool to expand the local supermarket market.

Another opportunity is increased customer engagement. Through comments, direct messages, and *tagging* in customer stories, there is a two-way communication that was previously not possible with traditional promotional media. Customers often submit suggestions, testimonials, or requests for certain products through social media, which are then used as evaluation material by the management. This proves that social media is not just a promotional tool, but also an interactive *platform* that strengthens the relationship between brands and customers. In addition, Swalayan Maju Bersama MMTC also demonstrated further digital initiatives through the development of the MB Akses/MBShop app and cooperation with external e-commerce platforms such as Blibli. Through these internal applications, the supermarket provides product information, catalogs, and attractive offers directly to customers. This proves the effort to adapt to the digitalization trend and create a more practical and personalized shopping experience.

In terms of content, Swalayan Maju Bersama MMTC develops various categories such as promotion, education, and interaction. Promotions include information on daily discounts and new products. At the same time, educational content contains saving tips, nutritional information, and product usage instructions. Interactive content, such as polls and quizzes, is designed to create closeness with customers and maintain consistency of communication. These innovations open up opportunities to strengthen customer loyalty and increase purchase retention, especially if packaged creatively and consistently. Swalayan Maju Bersama MMTC has also started to develop a social media strategy through live streaming of promotions and the production of educational content, such as simple recipes and kitchen tips. This is a form of continuous innovation that reflects adaptation to digital developments and the needs of today's consumers.

The opportunity to transform marketing strategies through social media at Swalayan Maju Bersama MMTC aligns well with established marketing theories, particularly those articulated by Kotler and Keller (2021). Their framework emphasizes the importance of adapting marketing strategies to achieve objectives through market segment analysis, target market determination, positioning, and the marketing mix, which includes the 4 P's: Product, Price, Place, and Promotion. Since the supermarket began actively using social media in 2020, it has effectively expanded its market reach and visibility, demonstrating a keen understanding of its target audience. By utilizing platforms like Instagram for visual promotions, TikTok for engaging younger consumers, and Facebook for reaching a more mature demographic, Swalayan Maju Bersama MMTC has successfully tailored its promotional strategies to fit the preferences of different customer segments.

Moreover, the supermarket's approach reflects the insights of Kaplan and Haenlein (2021), who define social media as a powerful marketing tool that fosters interactive, real-time communication. This has led to increased customer engagement, as consumers can now interact directly with the brand through comments and direct messages, providing feedback and suggestions that management can use for evaluation. This two-way communication enhances brand loyalty and strengthens customer relationships, aligning with Tuten and Solomon's (2022) assertion that social media can significantly boost customer engagement and brand awareness.

The digital transformation at Swalayan Maju Bersama MMTC also resonates with Chaffey and Ellis-Chadwick's (2023) concept of integrating digital technology into marketing to create customer value and improve business efficiency. The development of the MB Akses/MBShop app and partnerships with e-commerce platforms like Blibli exemplify the supermarket's commitment to adapting to digital trends and enhancing the shopping

experience. By offering product information and attractive offers through these digital channels, the supermarket is not only responding to the needs of increasingly digital consumers but also creating a more personalized shopping experience.

Furthermore, the content strategy employed by Swalayan Maju Bersama MMTC, which includes promotional, educational, and interactive content, aligns with the modern retail marketing framework proposed by Verhoef et al. (2022). This omnichannel approach allows consumers to engage with the brand across various platforms, reinforcing customer loyalty and satisfaction. The supermarket's innovative use of live streaming for promotions and educational content, such as recipes and kitchen tips, reflects a continuous adaptation to digital developments and consumer needs.

In summary, Swalayan Maju Bersama MMTC's strategic use of social media not only enhances its marketing effectiveness but also aligns with key marketing theories and principles. By embracing digital transformation and focusing on customer engagement, the supermarket is well-positioned to thrive in a competitive retail environment while adhering to ethical practices that resonate with its target audience.

Marketing strategy challenges

While digital transformation brings various opportunities, Swalayan Maju Bersama MMTC is also faced with several complex strategic challenges, especially in the implementation of social media as the primary marketing tool. One of the most obvious challenges is the limited human resources (HR) in the field of digital marketing. Despite having appointed a dedicated staff to manage social media accounts, Swalayan Maju Bersama MMTC still faces obstacles in terms of content ideas, consistency of uploads, and mastery of attractive design techniques. This condition causes some periods of content not to be published optimally, thus reducing engagement and content reach. A limited budget is also an obstacle to developing a digital marketing system. Despite having its application and working with e-commerce, Swalayan Maju Bersama MMTC has not been able to fully optimize its ad spending, promotion automation features, or digital-based loyalty systems. This limits their ability to compete with large modern retailers or e-commerce that have stronger and more measurable promotional budgets.

With the dynamic nature of social media algorithm changes, internal respondents admitted that Instagram or TikTok algorithms can drastically affect content performance. For example, a post that previously received hundreds of views can experience a significant decrease without an apparent cause. Therefore, managers must continue to learn and adapt to fast-changing social media trends. In addition, creativity in content creation is also a challenge. Content that appeals to young consumers is different from content for the family or elderly segment. The marketing team must continue to experiment to find a content formula that suits each audience segment. This limitation hinders a consistent branding process.

From an operational perspective, SMB MMTC also faces challenges in terms of communication crisis management. For example, there was a pricing error in a promotional post, which caused customer confusion. This requires a quick and precise response to maintain customer trust. The management responded by clarifying through open comments and Instagram stories. In addition to internal factors, there are also external challenges such as fluctuating purchasing power, especially in the midst of an uncertain economic situation. Changes in consumer preferences that favor fast and practical shopping require local supermarkets to adjust, both in terms of services, prices, and products offered. If not, SMB MMTC could lose its appeal amidst competition with modern stores and large digital platforms. Moreover, the lack of collaboration with local influencers is a missed opportunity for expanding promotional reach. Until now, SMB MMTC has not maximized the *endorsement*

strategy, even though, based on trends, the use of influencers is proven to increase consumer trust and expand brand influence quickly.

The theoretical framework outlined in this study is closely linked to the strategic challenges faced by SMB MMTC in implementing social media as its primary marketing tool. According to Kotler and Keller's (2021) marketing strategy theory, effective marketing requires proper market segmentation, targeting, positioning, and a well-executed marketing mix (4Ps). The supermarket's difficulties in generating content ideas, maintaining consistent uploads, and tailoring content to different consumer segments reflect a gap in its promotional and positioning strategies. Kaplan and Haenlein's (2021) concept of social media as a marketing tool highlights its potential to enhance engagement and market reach; however, these benefits are constrained by MMTC's limited design expertise, fluctuating algorithms, and underutilization of influencer endorsements, which Tuten and Solomon (2022) note as critical for building brand trust. From the perspective of Chaffey and Ellis-Chadwick's (2023) digital transformation framework, the inability to fully optimize advertising budgets, promotion automation, and loyalty systems hinders the integration of digital technology in retail marketing.

Furthermore, Solomon's (2022) consumer behavior theory emphasizes the demand for fast, personalized, and transparent services. However, pricing errors in promotional posts and delayed adaptation to trends suggest a need for improved responsiveness. In line with Verhoef et al.'s (2022) modern retail marketing framework, the lack of comprehensive omnichannel integration limits MMTC's competitiveness, despite having an application and e-commerce partnerships. From an Islamic marketing perspective (Antonio, 2021; Karim, 2020; Sutedi, 2022), while operational mistakes like promotional pricing errors may temporarily affect transparency, the supermarket generally upholds honesty, trustworthiness, and compliance with sharia principles, remaining free from *riba* and *gharar*.

Sharia-based trading

Sharia trading is a buying and selling activity based on Islamic principles, as outlined in the Qur'an, Hadith, and fatwas of scholars. These basic principles emphasize honesty, fairness, openness, and the avoidance of prohibited practices such as *riba* (interest), *gharar* (uncertainty), and *maysir* (gambling). In the context of SMB MMTC, trading practices generally reflect these sharia values. Product prices are displayed transparently, promo information is conveyed honestly, and the majority of products sold are halal certified. In addition, there is no interest-bearing credit system or transactions involving *ribawi* institutions, so it is free from usury. The return mechanism also runs according to procedures, avoiding elements of *gharar* and fraud against consumers. In terms of service, SMB MMTC also prioritizes Islamic ethics by providing fair and friendly service to all customers. Promotional policies and offers are proportional and not manipulative.

Transactions are carried out in cash through a legal cashier system, so that the sale and purchase agreement runs according to Sharia. This shows that SMB MMTC has implemented sharia trading principles in general in its daily operations. In terms of Islamic law, the trading activities carried out by SMB MMTC are also in line with the *shar'i* arguments. In QS. Al-Baqarah verse 275, Allah says: "Those who eat usury cannot stand except as one who staggers because of a demon. This is because they say that buying and selling is the same as usury. However, Allah has justified buying and selling and forbidden usury. If a warning from his Lord comes to him (concerning usury), then he stops, and what he used to earn is his, and it is up to Allah. Whoever repeats (the usury transaction), they are the inhabitants of Hell. They

will abide therein." So, buying and selling are legalized and usury is forbidden, which is a strong basis for building an Islamic economic system. A Prophetic Hadith also confirms that "The honest and trustworthy trader will be with the prophets, the righteous, and the martyrs on the Day of Judgment." (HR. At-Tirmidhi, no. 1209; Al-Hakim). Is the practice at SMB MMTC Sharia-compliant? The following are the evaluation points:

Table 2.*Evaluation points*

SHARIA ASPECT	PRACTICE AT MAJU BERSAMA SUPERMARKET MMTC	COMPLIANCE
Honesty & Transparency	Product prices are clearly listed, promotional information is conveyed honestly	Appropriate
Halal Products	The majority of food & beverage products have halal labels	Suitable
Usury Free	There is no interest-bearing credit system, no usury institutions involved.	Suitable
No Gharar	Products are sold in decent condition, damaged / returns are managed by procedures	Appropriate
Promotion Ethics	Promotion is not excessive, does not deceive consumers	Appropriate
Sale And Purchase Agreement	Transactions are carried out in cash, through cashiers with legal contracts	Suitable

Table 3.*Opportunities and challenges of Sharia implementation*

Opportunities	Explanation
<i>Large Muslim market</i>	The majority of MMTC consumers are Muslims, who tend to prefer halal products and services.
<i>Demand for halal lifestyle</i>	Halal lifestyle trend is growing in various sectors, including retail
<i>Government Support</i>	The government encourages the growth of Islamic economy through various regulations and incentives
Challenges	Explanation
<i>Internal employee education</i>	Training is needed so that all staff understand the principles of Islamic muamalah.
<i>Product Selection</i>	Must be more stringent in ensuring all products are truly halal and tayyib.
<i>Adjustment of operational system</i>	The use of cashier systems, promotions and returns must comply with sharia rules.

In practice, SMB MMTC demonstrates a commitment to honesty and trustworthiness, in line with the Prophet's teaching that "*The truthful and trustworthy merchant will be with the prophets, the truthful, and the martyrs on the Day of Resurrection*" (Sunan Ibn Majah), SMB MMTC has a strategic opportunity to strengthen its position as an Islamic retail center through authentic sharia-based branding. The supermarket can implement several concrete initiatives

that embody Islamic business ethics, such as introducing special labeling for halal-certified products and creating dedicated "halal zones" to assist Muslim shoppers. Following the principle of *tabligh* (transparent communication), educational QR codes could be displayed near products, linking to brief explanations of Islamic commercial law and ethical consumption principles drawn from Quranic verses and hadith.

The implementation of Islamic social responsibility programs would further demonstrate commitment to Sharia values. Inspired by the concept of *sadaqah jariyah* (continuous charity), the supermarket could establish ongoing initiatives like cash waqf collection points at checkout counters and regular food donation drives for the underprivileged. Such programs would operationalize the hadith stating "*The believer's shade on the Day of Resurrection will be his charity*" (Al-Tirmidhi), while simultaneously building community goodwill.

However, maintaining sharia compliance presents specific challenges that require systematic solutions. Staff training programs grounded in Islamic business jurisprudence (*fiqh muamalah*) must be developed to ensure all employees understand prohibited transactions (*riba*, *gharar*, *maysir*). Product procurement processes need enhancement with stricter halal verification mechanisms, reflecting the Quranic command to "*eat of what is lawful and good on the earth*" (2:168). Operational systems, from promotional strategies to financial record-keeping, must be audited for sharia compliance, which may require consultation with MUI or local sharia boards.

The growing Muslim consumer market in Indonesia, with its increasing preference for halal lifestyle products, presents significant growth potential. To capitalize on this while maintaining religious integrity, SMB MMTC could establish an internal sharia supervisory committee. This body would ensure ongoing compliance and explore future opportunities like Islamic digital payment solutions or financing programs for Muslim micro-entrepreneurs, always adhering to the prohibition of *riba* as emphasized in Quran 2:275. By harmonizing authentic Islamic values with contemporary retail strategies, SMB MMTC can evolve into a benchmark for sharia-compliant supermarkets. This approach not only fulfills the Quranic injunction to "*fulfill the covenant of Allah when you have taken it*" (16:91) but also positions the business as a trustworthy, competitive retail model that contributes to the sustainable economic empowerment of the Muslim community. The integration of spiritual values with commercial operations ultimately creates a retail experience that is both profitable in this world and beneficial for the hereafter.

Conclusion

The findings of this research demonstrate how SMB MMTC's adoption of social media marketing has significantly transformed its retail operations and customer engagement strategies. By embracing platforms like Instagram, TikTok, and Facebook, the supermarket has successfully transitioned from traditional promotional methods to a more dynamic digital approach that aligns with modern consumer behavior. This digital shift has enabled the business to expand its market reach, foster deeper customer relationships, and strengthen its brand identity in an increasingly competitive retail environment. The integration of visually appealing content, live streaming commerce features, and direct customer interaction channels has created a seamless bridge between physical and digital shopping experiences while maintaining compliance with Islamic business ethics.

Several critical challenges have emerged during this digital transformation that require careful attention and strategic solutions. The supermarket faces constraints related to limited in-house digital marketing expertise and budget limitations for promotional activities,

highlighting the need for workforce upskilling initiatives and innovative low-cost content strategies. The unpredictable nature of social media algorithms presents another layer of complexity, necessitating more advanced data analytics capabilities to evaluate content performance and campaign effectiveness properly. Additionally, the development of structured protocols for crisis communication and more precise audience targeting through content segmentation remains essential for maintaining brand integrity and engagement quality.

The study reveals how SMB MMTC's digital marketing practices naturally align with fundamental Islamic business principles, particularly in maintaining transparency, ethical conduct, and avoiding prohibited transactions. This alignment creates unique opportunities for the supermarket to establish itself as a leader in halal retail innovation. Potential strategies include implementing verified halal product labeling with digital traceability features, developing educational content about Islamic commercial ethics accessible through QR codes, integrating digital charity mechanisms like zakat and waqf calculators at checkout points, and forming partnerships with Islamic fintech providers to offer sharia-compliant payment solutions.

The research underscores that successful digital transformation in the retail sector depends on three interconnected factors: the organization's willingness and capacity to adopt technological changes, the availability of supporting digital infrastructure and advisory services, and the ability to adapt to rapidly evolving consumer digital behaviors. For Islamic retailers like SMB MMTC, maintaining this delicate balance between technological progress and religious compliance will be crucial for sustaining competitive advantage while fulfilling the broader objectives of Islamic commercial law in today's digital marketplace. These findings position social media not merely as communication tools but as strategic assets that can drive comprehensive retail transformation when implemented thoughtfully and by ethical business foundations.

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Ethics declarations

Funding

The author(s) received no financial support for the research, authorship, and/or publication of this article.

Availability of data and materials

Data sharing is not applicable to this article as no new data were created or analyzed in this study.

Competing interests

No potential competing interest was reported by the authors

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SERAMBI: Jurnal Ekonomi Manajemen dan Bisnis Islam

Publisher : LPMP Imperium.
Frequency : 3 issues per year (April, August & December).
ISSN (online) : [2685-9904](https://doi.org/10.36407/serambi.v7i3.1721).
DOI : Prefix 10.36407.
Accredited : SINTA 3
Editor-in-chief : Prof. Dr. Suryani
Indexed by : [Google Scholar](https://scholar.google.com/), [Garuda](https://www.garuda.kemdikbud.go.id/), [Master List Copernicus](https://www.masterlistcopernicus.com/)