

MSMES MARKET EXPANSION STRATEGY: SYNERGY OF HALAL CERTIFICATION AND DIGITAL MARKETING

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Abstract

This study explores the strategic approach of combining Halal certification and digital marketing to enhance market expansion for Micro, Small, and Medium Enterprises (MSMEs). This study investigates how the synergy between Halal certification and digital marketing can be a dual strategy to penetrate new markets and increase sales volume. This research uses a descriptive qualitative approach with a type of library research. The data used in this study came from books, journal articles, and reports relevant to the research topic. The findings reveal that Halal certification significantly increases consumer confidence and market access. When paired with digital marketing, MSMEs experience substantial growth in both market reach and customer base. This study contributes to the growing body of literature on MSME growth strategies, demonstrating that the integration of Halal certification and digital marketing can serve as a powerful tool for market expansion, especially in culturally and religiously diverse markets. The synergy of Halal certification and digital marketing presents a viable strategy for MSMEs looking to expand their market presence in both local and international contexts.

Keywords: Digital Marketing; Halal Certification; MSMEs Market Expansion

Abstrak

Penelitian ini mengeksplorasi pendekatan strategis penggabungan sertifikasi Halal dan pemasaran digital untuk meningkatkan perluasan pasar bagi Usaha Mikro, Kecil, dan Menengah (UMKM). Studi ini menyelidiki bagaimana sinergi antara sertifikasi Halal dan pemasaran digital dapat berfungsi sebagai strategi ganda untuk menembus pasar baru



dan meningkatkan volume penjualan. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan jenis penelitian kepustakaan. Data yang digunakan dalam penelitian ini berasal dari buku, artikel jurnal dan laporan yang relevan dengan topik penelitian. Temuan mengungkapkan bahwa sertifikasi Halal secara signifikan meningkatkan kepercayaan konsumen dan akses pasar. Ketika dipasangkan dengan pemasaran digital, UMKM mengalami pertumbuhan substansial baik dalam jangkauan pasar maupun basis pelanggan. Studi ini berkontribusi pada semakin banyak literatur tentang strategi pertumbuhan UMKM, menunjukkan bahwa integrasi sertifikasi Halal dan pemasaran digital dapat berfungsi sebagai alat yang ampuh untuk ekspansi pasar, terutama di pasar yang beragam secara budaya dan agama. Sinergi sertifikasi Halal dan pemasaran digital menghadirkan strategi yang layak bagi UMKM yang ingin memperluas kehadiran pasar mereka baik dalam konteks lokal maupun internasional.

Kata Kunci: Ekspansi Pasar UMKM; Pemasaran Digital; Sertifikasi Halal

A. INTRODUCTION

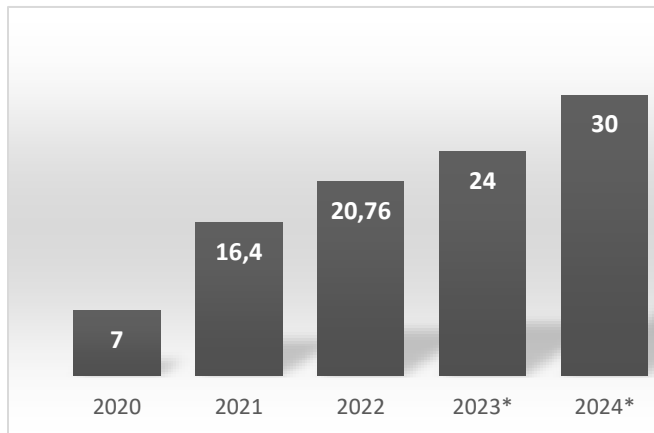
Micro, Small, and Medium Enterprises (MSMEs) have a central role in driving the Indonesian economy. Based on data from the Ministry of Cooperatives and SMEs, the number of MSMEs in Indonesia in 2023 reached 66 million units and their contribution to GDP reached 61%, equivalent to a value of around 9,580 trillion rupiah and contributed 14.4% to national exports. This means that MSMEs play a significant role in generating added value for the national economy. MSMEs also can absorb labor. To date, this sector has absorbed 117 million workers (97%) of the total workforce. Thus, MSMEs play a role in reducing unemployment and improving community welfare.¹

In today's technological era, MSME players should be able to utilize digital media as one of the efforts to market their products so that consumers are more familiar with the products produced. MSMEs that have online access, are involved in social media, and develop their e-commerce capabilities, will usually enjoy significant business benefits in terms of income, employment opportunities, innovation, and competitiveness. However, there are still many MSMEs that have not implemented information technology, especially using digital media, and do not understand how much benefit and role the use of digital media plays. The utilization of digital technology-based marketing concepts

¹ Haryo Limanseto, "UMKM Menjadi Pilar Penting Dalam Perekonomian Indonesia," Website Kementerian Koordinator Bidang Perekonomian Republik Indonesia, 2021, <https://ekon.go.id/publikasi/detail/2969/umkm-menjadi-pilar-penting-dalam-perekonomian-indonesia>.

(digital marketing) provides hope for MSMEs to develop into an economic powerhouse.² KADIN Indonesia reports that the number of MSMEs entering the digital ecosystem in 2022 will only reach 20.76 million (33%) of the total 66 million units.³

Figure 1
Number of MSMEs Entering the Digital Ecosystem in Indonesia



Source: KADIN Indonesia

Figure 1 shows the growth in the number of MSMEs entering the digital ecosystem. There is an increase every year but not yet optimal. From 7 million units in 2020 to 20.76 in 2022 and is expected to reach 30 million units in 2024.

The existence of increasingly advanced technology opens up opportunities for MSMEs to expand the marketing of their products. Digital marketing is one type of business or activity carried out by producers, both corporations and individuals, to promote a product or brand, including goods and services, by utilizing digital information technology, such as electronic media or internet media. Digital marketing is based on online media, such as social media marketing, e-commerce, and marketplaces. The existence of this marketing paradigm shift is expected to be a turning point in the marketing technique of a product from conventional marketing to using digital marketing so that it can affect not only marketing elements but all business activities as a whole,

² Willma Fauzzia et al., "Strategi Peningkatan Pemasaran Melalui Digital Marketing Pada UMKM Binangkit Kabupaten Bandung," *Jurnal Pengabdian Kepada Masyarakat Indonesia (JPKMI)* 2, no. 3 (2022), <https://doi.org/10.55606/jpkmi.v2i3.659>.

³ KADIN Indonesia, "UMKM Indonesia," KADIN: Indonesian Chamber of Commerce and Industry, n.d., <https://kadin.id/data-dan-statistik/umkm-indonesia/>.

both large and small. In another definition, digital marketing is the act of promoting a product and seeking new consumers and customers through various internet information technology platforms, such as e-commerce, social media, and so on.⁴

On the other hand, to improve product quality, consumer confidence, and market access, MSMEs have a strong reason to obtain halal certification. The data shows that there are still very few MSMEs that have been recorded as halal certified, namely 96,581 units.⁵ Currently, halal-certified MSME products have only reached 3 million, from a target of 10 million products in 2024.⁶ Indonesia currently has 38 provinces, 7,277 sub-districts, 514 cities and regencies, and 83,763 villages and sub-districts, if the 30 LPH must serve medium and small businesses, it is certainly not enough and this is a challenge for the government.⁷ Having quality products is essential to compete in the global market. A halal certificate guarantees that the products sold have gone through a series of quality control processes conducted by the Indonesian Ulema Council's Food, Drug, and Cosmetics Assessment Institute (LPPOM MUI). Thus, MSME players can ensure that their products meet quality standards that are recognized and trusted by consumers. Halal products are increasingly in demand in the global market. Muslim-majority countries are the main targets, but there is also demand from non-Muslim consumers seeking safer and higher-quality products. Halal certification makes it easier for MSMEs to enter the export market.⁸

Halal certification for MSMEs is increasingly relevant in the context

⁴ Zhixian Yi, *Marketing Services and Resources in Information Organizations* (Chandos Publishing, 2018), <https://doi.org/10.1016/C2015-0-04421-5>.

⁵ Kementerian Agama RI, "Jumlah Penerbitan Sertifikat Halal Menurut Skala Usaha," 2022, <https://satudata.kemenag.go.id/dataset/detail/jumlah-penerbitan-sertifikat-halal-menurut-skala-usaha>.

⁶ "7 Juta Produk UMKM Belum Bersertifikat Halal Menurut Kemenkop," *Linkumkm*, 2024, <https://linkumkm.id/news/detail/14387/7-juta-produk-umkm-belum-bersertifikat-halal-menurut-kemenkop>.

⁷ Hasnil Hasyim, "Peluang Dan Tantangan Industri Halal Di Indonesia," *Ad-Deenar: Jurnal Ekonomi Dan Bisnis Islam* 7, no. 2 (2023): 665–88, <https://doi.org/10.30868/ad.v7i02.4918>.

⁸ Noer Saudah, "Perspektif Dan Peran Sertifikasi Halal Sangat Penting Dalam Memperkuat Ekosistem Halal Bagi Pelaku UMKM Di Indonesia" (Pusat Halal Universitas Airlangga, 2023), <https://halal.unair.ac.id/blog/2023/08/16/perspektif-dan-peran-sertifikasi-halal-sangat-penting-dalam-memperkuat-ekosistem-halal-bagi-pelaku-umkm-di-indonesia/>.

of globalization and market demands. In the era of globalization, supply chains are increasingly integrated with international markets. MSME products that want to enter the global market need to ensure their halalness, especially if they are imported from non-Muslim majority countries. Halal certification is a guarantee for Muslim consumers around the world that the product meets halal standards.⁹ By having a halal certificate, MSMEs can expand their market share, facilitate entry into the supply chain, and access a wider market, including in the global trade network.

Amidst the changing global business paradigm, it plays a crucial role in the economy. However, the challenges faced by MSMEs cannot be ignored. Several researches on the strategy of expanding the MSME market have been carried out. Research by Murniningsih et al. discusses how MSMEs can expand their market reach by using social media as digital marketing.¹⁰ Moreover, Ohara et al also explained in their study how digital marketing innovations are used to expand the MSME market.¹¹ Minati et al, researching how to encourage MSME Growth with Digital Platforms and Halal Competition.¹² The study by Wahyudin & Hidayat aims to develop a strategy to strengthen halal MSMEs in the globally competitive city of Tasikmalaya by utilizing halal certification and appropriate modern technology.¹³ However, research that combines halal certification and digital marketing as a strategy to expand the MSME market has not been carried out. This is where the relevance of research

⁹ Novalini Jailani, "Halal Standards And Regulations: Implications For Producers And Consumers in Literature Studies" *Asian Journal of Science Technology Engineering and Art* 2, no. 4 (2024): 493–516, <https://doi.org/https://doi.org/10.58578/AJSTEA.v2i4.3306>.

¹⁰ Rochiyati Murniningsih et al., "Development of Business Management to Expand the Market and Increase the Competitiveness of MSMEs," *Community Empowerment* 7, no. 1 (2022): 102–9, <https://doi.org/10.31603/ce.5669>.

¹¹ Muammar Revnu Ohara, Suherlan, and Wahyuni Sri Astutik, "Digital Marketing Innovation and the Role of Information Systems in Enhancing MSME Market Expansion," *Jurnal Minfo Polgan* 13, no. 2 (2024): 1597–1604, <https://doi.org/https://doi.org/10.33395/jmp.v13i2.14167>.

¹² Minati Maulida, Muhammad Ali Gunawan, and Hanik Rosyidah, "Encouraging MSME Growth with Digital Platforms : Halal Competition and Innovation Strategy," in *International Conference on Islamic Economics (ICIE)* (Bandung, 2024), 380–89, <https://proceeding.uingundur.ac.id/index.php/icie/article/view/2567>.

¹³ Agus Wahyudin and Syarip Hidayat, *Strategies for Halal Industry Development Through Strengthening Global Competitive Halal MSMEs of Tasikmalaya Municipality* (Atlantis Press International BV, 2024), https://doi.org/10.2991/978-94-6463-234-7_184.

on halal certification and digital marketing arises. Halal certification is not only about compliance with religious rules but also a gateway for MSMEs to access a global market that is increasingly aware of the halalness of products. Second, digital marketing allows MSMEs to reach a wider audience, strengthen their brand, and increase sales. The integration of the two creates market expansion for MSMEs. Therefore, this research is not only relevant but also urgent in understanding how MSMEs can effectively utilize halal certification and digital marketing.

B. METHOD

In this research, the author uses a descriptive qualitative approach, where the author focuses on an in-depth understanding of phenomena related to the application of halal certification and digital marketing in MSMEs. The type of research conducted is library research, where the author collects data from written sources, such as books, journals, reports, and other documents. This allows the author to access pre-existing knowledge. This process involves literature search, text analysis, and information synthesis. After collecting data from literature sources, the researcher conducts an in-depth analysis. This involved reading, categorizing, and interpreting information relevant to the research topic. The results of the analysis were used to describe the phenomenon under study. Then, to keep the data and information up-to-date, the author limited the literature search to those published between 2020 and 2024.

C. RESULTS AND DISCUSSION

1. Implications of Implementing Halal Certification on MSMEs

To improve product quality, consumer confidence, and market access, MSMEs have a strong reason to obtain halal certification. The report shows that the number of halal certification issuances for MSMEs in Indonesia is still not optimal. The following is a list of MSMEs that have been halal certified in 2022 based on business scale:¹⁴

Table 1
Number of Halal Certificate Issuances by Scale of Business in 2022

Province	Micro	Small	Medium	Total
Overseas	0	6	14	20
Aceh	395	0	0	395

¹⁴ Kementerian Agama RI, "Jumlah Penerbitan Sertifikat Halal Menurut Skala Usaha."

Province	Micro	Small	Medium	Total
Sumatera Utara	911	34	17	962
Sumatera Barat	1989	10	1	2000
Riau	1555	11	1	1567
Jambi	1	2	0	3
Sumatera Selatan	1581	3	0	1584
Bengkulu	405	1	0	406
Lampung	1098	38	6	1142
Kep. Bangka Belitung	528	2	0	530
Kepulauan Riau	1263	9	0	1272
DKI Jakarta	587	157	97	841
Jawa Barat	19419	319	145	19883
Jawa Tengah	18566	110	33	18709
DI Yogyakarta	3785	18	5	3808
Jawa Timur	22738	150	86	22974
Banten	37	142	137	316
Bali	290	22	5	317
Nusa Tenggara Barat	672	1	0	673
Nusa Tenggara Timur	97	3	0	100
Kalimantan Barat	434	1	0	435
Kalimantan Tengah	595	1	0	596
Kalimantan Selatan	971	7	0	978
Kalimantan Timur	1006	12	5	1023
Kalimantan Utara	127	0	0	127
Sulawesi Utara	128	5	3	136
Sulawesi Tengah	930	2	0	932
Sulawesi Selatan	1488	14	8	1510
Sulawesi Tenggara	237	1	0	238
Gorontalo	293	1	0	294
Sulawesi Barat	514	0	0	514
Maluku	158	4	0	162
Maluku Utara	218	2	0	220
Papua	52	0	0	52
Papua Barat	31	2	0	33
Total				84752

Source: The Ministry of Religious Affairs

Table 2 informs that the issuance of halal certification in 2022 based on business scale is 84.752 units. This figure is still very small when compared to the total number of MSMEs in Indonesia, namely 65 million units. Therefore, the issuance of halal certification for MSMEs needs to be maximized.

Halal certification has a crucial role in ensuring that products produced by companies, especially MSMEs, meet strict halal standards.¹⁵ However, there are obstacles in submitting halal certificates, namely the submission of halal certification products, namely having to register online first, the data verification process at BPJPH takes quite a long time, which is approximately 7 months.¹⁶ For frozen food MSMEs, for example, it is difficult to obtain a Domestic Food (MD) distribution permit as a condition for obtaining halal certification.¹⁷ Strategies that can be recommended are the development of MSMEs that produce well intensely and the bureaucracy of management is simplified and accelerated.

Halal certification provides a guarantee that the ingredients used and the process of making the product are in accordance with established halal standards. Thus, the product is guaranteed halal. In addition, the certification process involves strict quality checks, so that the product also has a quality that can be trusted.¹⁸ Halal certification benefits manufacturers wishing to increase the demand and acceptance of their products to consumers of halal products. Moreover, the production of halal food helps the global halal market to provide assurances to halal consumers.¹⁹

¹⁵ Muhammad Zia Ulhaq et al., "Halal Certification and Its Implications for UMKM in Bima City," *Jurnal PenKoMi: Kajian Pendidikan Dan Ekonomi* 7, no. 2 (2024): 71–77.

¹⁶ Maryam, "Analisis Faktor Penghambat Dalam Pengajuan Sertifikasi Halal (Studi Kasus Pada UMKM Di Kota Yogyakarta Dan Semarang)" (Universitas Gajah Mada, 2022).

¹⁷ T. Maryati, R. Syarief, and R. Hasbullah, "Analisis Faktor Kendala Dalam Pengajuan Sertifikat Halal. (Studi Kasus: Pelaku Usaha Mikro, Kecil Dan Menengah Makanan Beku Di Jabodetabek)," *Jurnal Ilmu Produksi Dan Teknologi Hasil Peternakan* 4, no. 3 (2016): 364–71, <https://doi.org/10.29244/jipthp.4.3.364-371>.

¹⁸ Lulu Nurul Istanti et al., "Peningkatan Mutu Produk UKM Melalui Sertifikasi Jaminan Produk Halal," *Jurnal KARINOV* 2, no. 3 (2019): 198, <https://doi.org/10.17977/um045v2i3p198-203>.

¹⁹ Yunes Ramadan Al-Teinaz and Hani Mansour M. Al-Mazeedi, "Halal Certification and International Halal Standards," *The Halal Food Handbook*, 2020, 227–51, <https://doi.org/10.1002/9781118823026.ch15>.

Furthermore, halal certificates are not only important for the domestic market, but also an added value for MSMEs looking to expand into the global market. Halal certification allows MSMEs to enter an increasingly halal-conscious global market. This opens up export opportunities and cooperation with international business partners.²⁰ In countries with a majority Muslim population, such as some Middle Eastern and Southeast Asian countries, halal certification is an absolute requirement to enter the market. By having halal certification, MSMEs can reach more consumers and expand their market base. For MSMEs, having a halal certificate is a strategic step to increase sales and expand market share. Halal certification has become an effective tool for the industry, providing them with a marketing tool as well as facilitating the supply and sale of more halal products encouraging more halal businesses, and for regulatory agencies for enforcement.²¹

Consumers, especially those who are Muslims, tend to choose products that have halal labels.²² Halal certification is an important factor in building consumer trust in brands and products.²³ With halal information on a product, potential consumers feel more confident and tend to choose the product. This applies not only to food and beverage products but also to other products such as cosmetics and pharmaceuticals. With a halal certificate, MSME products have a uniqueness that distinguishes them from competitors. The existence of a halal label is one of the factors that make products more guaranteed, trusted, and attractive to consumers. This can be a competitive advantage that distinguishes MSME products from others. Halal certification is not

²⁰ Yana, "Sertifikat Halal Buka Peluang Masuk Pasar Global," LPPOM MUI Website, 2024, <https://halalmui.org/sertifikat-halal-buka-peluang-masuk-pasar-global/>.

²¹ Mariam Abdul Latif, "Halal International Standards and Certification," *The Halal Food Handbook*, no. Wto 1995 (2020): 205–26, <https://doi.org/10.1002/9781118823026.ch14>.

²² Abdurrahman et al., "Dampak Label Halal Terhadap Keputusan Pembelian Konsumen," *Communnity Development Journal* 5, no. 1 (2024): 257–60, <https://doi.org/https://doi.org/10.31004/cdj.v5i1.23539>.

²³ Arif Muhnidin and Rasta Kurniawati Br. Pinem, "The Role of Halal Certification and Brand Image in Increasing Consumer Trust (Case Study of MSMEs Crispy Masjef Bananas)," *Journal La Bisecoman* 5, no. 2 (2024): 201–9, <https://doi.org/10.37899/journallabisecoman.v5i2.1208>.

only about compliance with standards but also about building trust and maintaining product integrity.²⁴

Several studies related to the benefits of halal certification for improving the performance of MSMEs produce conclusions that are not much different. Research on how halal certification affects MSME business performance conducted by Alfarizi shows that halal certification affects MSME business operational performance. In the end, operational performance positively improves financial performance.²⁵ These findings are in line with the results of research conducted by Muiz, halal certification has a positive and significant effect on increasing MSME sales.²⁶ Was also confirmed by the results of a study conducted by Syaifudin & Fahma that ownership of halal certificates can increase business income.²⁷

2. Implementation of Digital Marketing in MSMEs

Through digital platforms such as social media, MSMEs can reach a wider audience without having to spend a lot of money on conventional advertising. Social media has become a very effective tool for MSMEs to expand their market reach.²⁸ Social media allows MSMEs to build brand

²⁴ Muhammad Nusran et al., "Halal Certification in The Digital Age: Leveraging Online Platforms for Enhanced Transparency and Accessibility," *Jurnal Ekonomi, Akuntansi Dan Manajemen Indonesia* 2, no. 1 (2023): 105–15, <https://jurnal.seaninstitute.or.id/index.php/Juemi/article/view/379>.

²⁵ Muhammad Alfarizi, "Peran Sertifikasi Halal Dan Kepatuhan Praktik Halal Terhadap Kinerja Bisnis Berkelanjutan: Investigasi Pemodelan Empiris Sektor Umkm Kuliner Nusantara," *Harmoni* 22, no. 1 (2023): 93–116, <https://doi.org/10.32488/harmoni.v22i1.654>.

²⁶ Aris Nurul Muiz et al., "Pengaruh Sertifikat Halal Terhadap Pendapatan Usaha Dan Halal Awareness UMKM Di Sektor Halal Food (Studi Pada Pelaku Usaha UMKM Kecamatan Cihideung Kota Tasikmalaya)," *J-Alif: Jurnal Penelitian Hukum Ekonomi Syariah Dan Budaya Islam* 8, no. 2 (2023): 156, <https://doi.org/10.35329/jalif.v8i2.4829>.

²⁷ Muhammad Raihan Syaifudin and Fakhрина Fahma, "Analisis Kepemilikan Sertifikat Halal Terhadap Pendapatan Usaha UMKM Mendoan Ngapak," *Performa: Media Ilmiah Teknik Industri* 21, no. 1 (2022): 40, <https://doi.org/10.20961/performa.21.1.52537>.

²⁸ Silvia Ayu Larasati et al., "Peran Media Sosial Dalam Pengembangan Usaha Mikro, Kecil Dan Menengah (UMKM)," *CEMERLANG: Jurnal Manajemen Dan Ekonomi Bisnis* 15, no. 4 (2024): 190–200, <https://doi.org/https://doi.org/10.55606/cemerlang.v4i2.2867>; Karmila, "Pemanfaatan Media Sosial Sebagai Strategi Pemasaran UMKM Fashion : Tinjauan Tentang Inovasi Bisnis Dalam Meningkatkan Jangkauan Pasar," *Jurnal Karimah Tauhid* 2, no. 6 (2023): 2602–11, <https://doi.org/https://doi.org/10.30997/karimahtauhid.v2i6.9191>.

awareness more effectively.²⁹ By having accounts on platforms such as Instagram, Facebook, or Twitter, MSMEs can introduce their products and services to a wider audience. Posting quality content, including product images, customer reviews, and stories on social media, helps to create a positive impression and remind consumers about the brand. The user base of social media is huge and vast. By actively interacting on these platforms, MSMEs can reach out to potential customers who might not otherwise be exposed to conventional marketing methods. Digital transformation opens up the possibility of improved customer loyalty by being able to predict.³⁰

Another benefit of implementing digital marketing in MSMEs is lower marketing costs compared to conventional methods. Creating and running a social media account is free, so MSMEs don't have to spend a dime. With smart and innovative marketing strategies, MSMEs can reach a wide audience at a low cost. This is especially helpful for MSMEs that have a limited budget for promotion. Moreover, the more people engage with an MSME's business brand on social media, the greater the opportunity to increase sales of products and services. Interactions such as the number of "likes," "shares," or content recommendations occur across various social media platforms and have the potential to increase sales. In addition, social media also allows MSMEs to direct potential buyers to their website or online store, thus accelerating the conversion process from interest to purchase. By utilizing social media smartly, MSMEs can expand their reach, build their brand, and increase sales without having to spend a lot of money.³¹

Digital marketing allows MSMEs to direct their campaigns to relevant market segments. This helps in improving marketing efficiency

²⁹ Larasati et al., "Peran Media Sosial Dalam Pengembangan Usaha Mikro, Kecil Dan Menengah (UMKM)"; Sulistyoto Budi Utomo et al., "Analysis of The Effectiveness of Integrated Digital Marketing Communication Strategies in Building MSMEs Brand Awareness Through Social Media," *Jurnal Sistim Informasi Dan Teknologi* 5, no. 4 (2023): 8-13, <https://doi.org/10.60083/jsisfotek.v5i4.311>.

³⁰ Cristina Fernández-Rovira et al., "The Digital Transformation of Business. Towards the Datafication of the Relationship with Customers," *Technological Forecasting and Social Change* 162, no. June 2020 (2021): 120339, <https://doi.org/10.1016/j.techfore.2020.120339>.

³¹ Larasati et al., "Peran Media Sosial Dalam Pengembangan Usaha Mikro, Kecil Dan Menengah (UMKM)"; Jehanzeb Majid, "Impact on Sales Using Social Media Marketing for Small and Medium Enterprises," no. September (2023), <https://doi.org/10.13140/RG.2.2.12626.94402>.

and effectiveness. Some of the advantages of implementing digital marketing for MSMEs are as follows:

a. Wide Reach and Affordable Cost

Digital marketing opens the door for MSMEs to expand their business globally. Without being bound by geographical restrictions, MSMEs can reach a much wider market. Through the Internet and social media, business products or services can be recognized in various countries, exploring unlimited market potential.³² With the right strategy, MSMEs can expand their customer base and create expansion opportunities that were previously unattainable. One of the great advantages of digital marketing is its lower cost compared to traditional marketing methods. MSMEs with limited budgets can choose various online advertising options that suit their finances. As such, they can allocate funds efficiently without compromising on the quality of promotion. In this sense, digital marketing allows MSMEs to compete with big companies without having to spend a lot of money.

b. Accurate Data Analysis and Direct Customer Interaction

Digital marketing not only provides space for promotion but is also a source of valuable data. MSMEs can collect and analyze in-depth campaign performance data. From customer purchase trends to social media interactions, data analysis helps MSMEs understand consumer behavior, identify preferences, and measure the success of each marketing initiative. With a better understanding of the audience, MSMEs can make smarter decisions and optimize their marketing strategies. Through social media and other digital platforms, MSMEs can foster direct relationships with customers. Quick responses to customer queries, feedback, and comments strengthen the bond between brands and consumers. By interacting directly, MSMEs can build customer loyalty and ensure their satisfaction. It also helps in adapting marketing strategies based on direct feedback from consumers.³³

By combining wide reach, affordable costs, accurate data analysis,

³² Gil Appel et al., "The Future of Social Media in Marketing," *Journal of the Academy of Marketing Science* 48, no. 1 (2020): 79–95, <https://doi.org/10.1007/s11747-019-00695-1>.

³³ Mohamad Trio Febriyantoro and Debby Arisandi, "Pemanfaatan Digital Marketing Bagi Usaha Mikro, Kecil Dan Menengah Pada Era Masyarakat Ekonomi Asean," *JMD: Jurnal Riset Manajemen & Bisnis Dewantara* 1, no. 2 (2018): 61–76, <https://doi.org/10.26533/jmd.v1i2.175>.

and direct interaction with customers, digital marketing is a powerful tool for MSMEs to achieve success in an increasingly digital business world. In addition, another advantage of implementing digital marketing for MSMEs is being able to track and analyze the results of digital campaigns in real time. This allows for faster strategy adjustments. Further explanation is as follows:

a. Tracking Digital Campaign Results

One of the key advantages of digital marketing for MSMEs is the ability to track and monitor campaign results in real time. Here are some reasons why this tracking is so important:

- 1) **Accurate Measurability:** In traditional marketing, it is difficult to measure exactly how effective a campaign is. However, with web analytics tools and digital platforms, MSMEs can monitor relevant metrics in real-time. They can see how many visitors come to their website, conversion rates (for example, how many visitors make a purchase), and user engagement rates (such as how long they stay on the site). With this data, MSMEs can measure the success of the campaign and take action accordingly.
- 2) **Rapid Strategy Adjustment:** Through real-time tracking, MSMEs can identify changing trends or emerging issues quickly. If a campaign is not delivering the expected results, MSMEs can make immediate adjustments. For example, they can change the advertising message, target different market segments, or optimize ad spend. With a quick response, MSMEs can avoid wasting resources and maximize their marketing efficiency.

b. Advantages of Rapid Strategy Adjustment

- 1) **By tracking results in real time,** MSMEs can make continuous optimizations. They can test different campaign elements, such as ad titles, images, or publication times, and see how the changes affect performance. As such, they can continuously improve their marketing strategies as time goes on.
- 2) **Adaptation to Environmental Change:** The digital world is changing rapidly. Trends, consumer behavior, and social media platform algorithms can change in a matter of days. With real-time tracking, MSMEs can recognize these changes and adjust their strategies proactively. For example, if there is a shift in audience preferences or if a new platform becomes popular, MSMEs can adjust their campaigns to stay relevant and effective.

With the ability to track and analyze campaign results in real time, MSMEs have a significant competitive advantage. Quick responses and smart strategy adaptations allow them to stay relevant and succeed in the dynamic world of digital marketing.

Several studies show that the application of digital marketing can have a positive impact on MSMEs, including research by Cay & Irnawati in Yuvensius with a case study of MSMEs in South Tangerang, found that marketing through e-commerce has a positive and significant effect on the sales of MSMEs in South Tangerang.³⁴ The innovations available to be applied in the new normal era related to MSME marketing are digital marketing transformation and conventional marketing adaptation. Research by Redjeki & Affandi³⁵ explains that the concept of digital marketing as a form of marketing innovation will benefit MSMEs because digital media can help provide more information, decision-making time, and distance efficiency for consumers considering purchasing MSME products. This finding is also confirmed by the results of Yuwana's research explaining that the application of digital marketing and transactions can support the sustainability of MSMEs in Jember.³⁶

3. Synergy of Halal Certification and Digital Marketing for MSMEs

Halal certification and digital campaigns are two complementary elements in building a positive image for MSMEs. First of all, let's focus on halal certification. A halal certificate is a sign of validation that the products or services produced by MSMEs are in accordance with the provisions of Islam and are safe for consumption by the public. By having a halal certificate, MSMEs demonstrate their commitment to product

³⁴ Sri Susilo Yuvensius, Laurensius Farel Dwi Putranto, and Jonathan Ersten Herawan, "Digital Marketing of Micro , Small and Medium Enterprise (MSMEs) Products in Yogyakarta Province , Indonesia," *International Journal for Research Trends and Innovation* 8, no. July (2023): 0–9.

³⁵ Finny Redjeki and Azhar Affandi, "Utilization of Digital Marketing for MSME Players as Value Creation for Customers during the COVID-19 Pandemic," *International Journal of Science and Society* 3, no. 1 (2021): 40–55, <https://doi.org/10.54783/ij soc.v3i1.264>.

³⁶ Siti Indah Purwaning Yuwana, "Coronanomics: Strategi Revitalisasi UMKM Menggunakan Teknologi Digital Di Tengah Pandemi Covid-19," *Journal of Technopreneurship on Economics and Business Review* 2, no. 1 (2020): 47–59, <https://doi.org/10.37195/jtebr.v2i1.58>.

quality and halalness.³⁷ However, halal certification alone is not enough. This is where digital campaigns come in.

Transparent digital campaigns allow MSMEs to communicate directly with consumers through various online platforms, such as social media, websites, and email.³⁸ In this campaign, MSMEs can convey information about their products, production processes, ingredients used, and of course, halal status. This transparency creates trust among consumers. When consumers see that MSMEs are actively sharing honest and open information, a positive image of brand honesty and integrity will be formed.

The combination of halal certification with a transparent digital campaign gives consumers confidence that MSMEs are truly concerned about the halalness of their products. Consumers tend to have more trust in brands that are committed to meeting halal standards and dare to speak openly about the production process. A study by Armawan et al has proven it.³⁹ In addition, the study conducted by Jailani et al and Handriana et al.⁴⁰ Found that halal certification affects consumer behavior in purchasing halal products.⁴¹ Thus, a positive image of honesty and quality will be attached to the MSME brand. Consumers who are aware of the halalness of products will be more loyal to brands that have halal certificates and communicate transparently. They feel confident that the products they buy are safe and in accordance with religious values.⁴² In

³⁷ Istanti et al., “Peningkatan Mutu Produk UKM Melalui Sertifikasi Jaminan Produk Halal.”

³⁸ Yuwana, “Coronanomics: Strategi Revitalisasi UMKM Menggunakan Teknologi Digital Di Tengah Pandemi Covid-19.”

³⁹ Ivan Armawan et al., “The Effect of Social Media Marketing, SerQual, EWOM on Purchase Intention Mediated by Brand Image and Brand Trust: Evidence from Black Sweet Coffee Shop,” *International Journal of Data and Network Science* 7, no. 1 (2023): 141–52, <https://doi.org/10.5267/j.ijdns.2022.11.008>.

⁴⁰ Tanti Handriana et al., “Purchase Behavior of Millennial Female Generation on Halal Cosmetic Products,” *Journal of Islamic Marketing* 12, no. 7 (2020): 1295–1315, <https://doi.org/10.1108/JIMA-11-2019-0235>.

⁴¹ Novalini Jailani, Hendri Hermawan Adinugraha, and Fatimah Kari, “Analysis of Factors Influencing Millennial Consumers’ Decision in Buying Halal Cosmetic” 35 (2024): 199–224.

⁴² Jenial Yusuf Ramadhani and Arum Prasasti, “Brand Trust Capacity in Mediating Social Media Marketing Activities and Purchase Intention: A Case of A Local Brand That Go-Global During Pandemic,” *Indonesian Journal of Business and Entrepreneurship* 9, no. 1 (2023): 81–90, <https://doi.org/10.17358/ijbe.9.1.81>.

the long run, this has an impact on customer retention and potential repeat purchases.⁴³

Thus, combining a clear halal certification with digital marketing is a smart strategy for MSMEs. This is evidenced by Hediannya et al. in their case study which found that digital marketing for MSMEs that have been certified halal can increase the volume of MSME market reach.⁴⁴ It is not just about meeting requirements, but also about building positive relationships with consumers and strengthening brand image in an increasingly digitalized and halal-conscious market. Research by Hediannya et al has proven that the application of digital marketing in halal-certified MSMEs can expand the market and increase business income.⁴⁵

D. CONCLUSION

Halal certification has a crucial role in ensuring that products produced by companies, especially MSMEs, meet strict halal standards. Halal certification assures that the ingredients used and the products are under established halal standards. Halal certification allows MSMEs to enter an increasingly halal-conscious global market. This opens up export opportunities and cooperation with international business partners. This halal certification also affects the increase in sales of MSMEs. On the other hand, digital marketing allows MSMEs to reach a wider audience without having to pay high prices for conventional methods. Social media platforms such as Instagram, Facebook, and Twitter allow MSMEs to promote their products and services to a wider audience. Digital marketing also allows MSMEs to increase profits without sacrificing promotional costs. Digital marketing also allows MSMEs to expand their reach globally, allowing products or services to be sold in different countries. Therefore, digital marketing is a powerful tool for MSMEs to reach a wider audience and increase profits.

⁴³ Shadma Shahid et al., “Determinants of Muslim Consumers’ Halal Cosmetics Repurchase Intention: An Emerging Market’s Perspective,” *Journal of Islamic Marketing* 14, no. 3 (2023): 826–50, <https://doi.org/10.1108/JIMA-08-2021-0265>.

⁴⁴ R Hediannya et al., “Analysis of the Influence of Digitalization on The Development of Halal UMKM,” *Perspektif: Journal of Social and Library Science* 2, no. 2 (2024): 67–73, <https://doi.org/https://doi.org/10.70489/perspektif.v2i2.298>.

⁴⁵ Hediannya et al.

It can be concluded that in the era of globalization and digitalization, halal certification and digital marketing are two complementary elements to expand the market for Micro, Small, and Medium Enterprises (MSMEs). When halal certification and digital marketing are combined, MSMEs can benefit in terms of consumer confidence, market expansion, and brand strengthening. The government also has a crucial role in supporting the synergy strategy between halal certification and digital marketing to expand the market for Micro, Small, and Medium Enterprises (MSMEs). Here are some efforts that can be made by the government, first, the government can conduct special digitalization training programs for MSMEs. This includes training on the use of digital platforms, social media management, and online marketing strategies. Second, waive the cost of the halal certification process for MSMEs. This move will encourage more MSMEs to obtain halal certificates, thereby increasing consumer confidence in their products. Third, the Government can establish partnerships with digital platforms. This synergy allows MSMEs to take advantage of existing digital infrastructure, including in terms of marketing and distribution of halal products. Fourth, strengthening digital infrastructure, including internet connectivity and information technology, will help MSMEs access the market more widely. With good access, MSMEs can actively participate in the digital ecosystem.

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