

CONTENT MARKETING STRATEGY IN BUILDING BRAND AWARENESS OF SKINCARE PRODUCTS FROM THE PERSPECTIVE OF ISLAMIC BUSINESS ETHICS (CASE STUDY: SKINTIFIC)

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Abstract

Purpose: This study aims to analyze the role of content marketing in building brand awareness of Skintific skincare products from the perspective of Islamic economic law, emphasizing that digital marketing practices must be both effective and compliant with the normative principles of fiqh muamalah.

Method: A descriptive qualitative method is employed, collecting data through documentation of digital content and semi-structured interviews with two active Skintific resellers, namely Toko Missglam and Toko Underprice. Analysis is conducted using an Islamic economic law framework to evaluate content marketing practices based on Sharia principles, including honesty (*sidq*), transparency (*tabligh*), trustworthiness (*amānah*), and justice (*'adl*), as well as avoidance of deceptive practices (*tadlis*) and uncertainty (*gharar*).

Results/Discussion: The findings indicate that content marketing significantly enhances Skintific's brand awareness through educational content, visual storytelling, and authentic consumer testimonials disseminated via social media. The study introduces a normative perspective, repositioning digital content marketing as a contemporary object of fiqh muamalah, moving beyond mere descriptive marketing analysis toward legal-ethical evaluation. Practices are considered Sharia-compliant as they provide clear and truthful product information and avoid exaggerated or misleading claims, thereby strengthening consumer trust.

Implications/Contribution: This study contributes to the discourse of Islamic economic law by positioning digital content marketing as a contemporary object of fiqh muamalah, offering a normative framework for assessing ethical compliance in modern digital marketing practices. It provides guidance for businesses and scholars on integrating

Keywords : Content Marketing, Brand Awareness, Skincare Products, Business Ethics, Skintific



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INTRODUCTION

The rapid development of the digital economy has transformed marketing practices, particularly through the use of content marketing on social media platforms. In the contemporary business environment, digital content marketing plays a strategic role in shaping consumer perceptions, strengthening brand awareness, and influencing purchasing decisions. However, from the perspective of Islamic economic law analysis, marketing activities are not solely assessed based on their effectiveness or commercial outcomes, but also on their compliance with normative Sharia assessment principles governing commercial transactions (*fiqh muamalah*). Islamic economic law emphasizes that all business communication must uphold legal-ethical values such as honesty (*ṣidq*), transparency (*tablīgh*), trustworthiness (*amānah*), and justice (*'adl*), while avoiding deceptive practices (*tadlīs*), uncertainty (*gharar*), and misleading information that may harm consumers.

In this context, digital content marketing becomes a contemporary object of legal-ethical compliance in digital marketing analysis under Islamic economic law, as it represents a modern form of commercial interaction between business actors and consumers. The increasing use of visual storytelling, influencer reviews, testimonials, and educational content in the skincare industry raises important legal-ethical questions regarding Sharia compliance in digital marketing practices. Therefore, content marketing strategies must be evaluated not only as marketing tools, but also as legal-ethical practices that carry moral and normative responsibilities under Islamic economic law.

This study positions content marketing as an integral part of Islamic commercial discourse by examining how brand awareness strategies implemented through digital platforms align with the principles of *fiqh muamalah*, particularly in the case of Skintific skincare products. Content marketing itself is a marketing role focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience, ultimately driving profitable consumer actions.

This role plays a crucial part in shaping consumer perceptions of brands, especially in highly competitive markets like the beauty industry. Brand awareness has diverse meanings for each individual, depending on how they position a brand. However, generally, brand awareness is understood as

an effort to make a brand known to the audience and have a special appeal so that it is easily remembered by them (V. N. Putri & Paramita, 2023).

Brand awareness represents the initial stage of the consumer purchase decision process and consists of four levels (V. N. Putri & Paramita, 2023). The first level is Top of Mind, referring to the brand that comes first to consumers' minds when thinking about a product category. The second level is Brand Recall, where consumers are able to remember the brand without any assistance. The third level, Brand Recognition, occurs when consumers can recognize the brand after being provided with certain cues or prompts. Finally, the fourth level is Unaware of Brand, which describes consumers who have no knowledge or awareness of the brand at all.

From an Islamic perspective, marketing activities and business communication fall within the scope of *fiqh muamalah*, which governs human interactions in economic and commercial activities. Fiqh muamalah emphasizes that all business practices must be conducted based on ethical principles such as honesty (*sidq*), transparency (*tabligh*), trustworthiness (*amānah*), and justice (*‘adl*), while avoiding elements of deception (*tadlīs*), uncertainty (*gharar*), and misleading information. In this context, marketing is not merely a tool to increase sales, but also a form of moral responsibility toward consumers. Therefore, content marketing practices in the skincare industry should be examined not only in terms of their effectiveness in building brand awareness, but also in relation to their compliance with fiqh muamalah principles, particularly in delivering clear, truthful, and transparent product information. Such an approach is essential to fostering consumer trust and ensuring sustainable and ethically responsible business practices (Suhendi, 2016; Az-Zuhaili, 2011).

However, despite the growing application of content marketing in digital business practices, there remains a normative gap within Islamic economic law regarding the absence of clear halal-haram parameters for digital content marketing activities. Current practices are often evaluated descriptively from ethical or managerial perspectives, without systematic legal testing based on fiqh muamalah instruments such as the assessment of *gharar* (uncertainty), *tadlīs* (deceptive practices), and the fulfillment of *tabligh* (clear and truthful disclosure of information). As a result, the legal position of content marketing within contemporary fiqh muamalah discourse remains underdeveloped and insufficiently articulated. This condition necessitates a normative Sharia assessment that positions digital content marketing as a contemporary object of Islamic economic law, enabling a structured legal-ethical evaluation of its permissibility (*halal*), prohibition (*haram*), or

conditional permissibility based on compliance with established Sharia principles.

Skintific, as a developing skincare brand in Indonesia, utilizes various social media platforms to execute content marketing strategies. Its strength lies in delivering product value in a scientific and transparent manner, including explanations of composition, mechanisms of action, benefits, and user testimonials (Setiawan et al., 2024), which contributes to building credibility and consumer trust.

Skintific also presents diverse informative content in the form of articles, videos, and other digital materials (Husna & Nurbaiti, 2024). Alongside the rapid growth of social media usage reaching approximately 1.32 billion users globally and 89.15 million Instagram users in Indonesia (Social, 2024) digital content marketing has become increasingly dominant in influencing consumer behavior. However, existing studies on Skintific and similar skincare brands predominantly focus on marketing effectiveness and consumer engagement, while leaving a normative gap in Islamic economic law analysis.

There remains a lack of legal-normative assessment concerning the halal-haram status, Sharia compliance, and fiqh muamalah implications of digital content marketing practices implemented by Skintific. Consequently, the position of Skintific's content marketing within the framework of contemporary Islamic economic law has not been adequately examined, necessitating a structured normative analysis to address this legal vacuum.

The most widely used social media platforms are WhatsApp (92.1%), Instagram (86.5%), Facebook (83.8%), TikTok (70.8%), Telegram (64.3%), and Twitter (60.2%) (Ardhya et al., 2020). Social media also serves as the primary channel for companies to interact with consumers through various types of content and two-way communication (Alam et al., 2024).

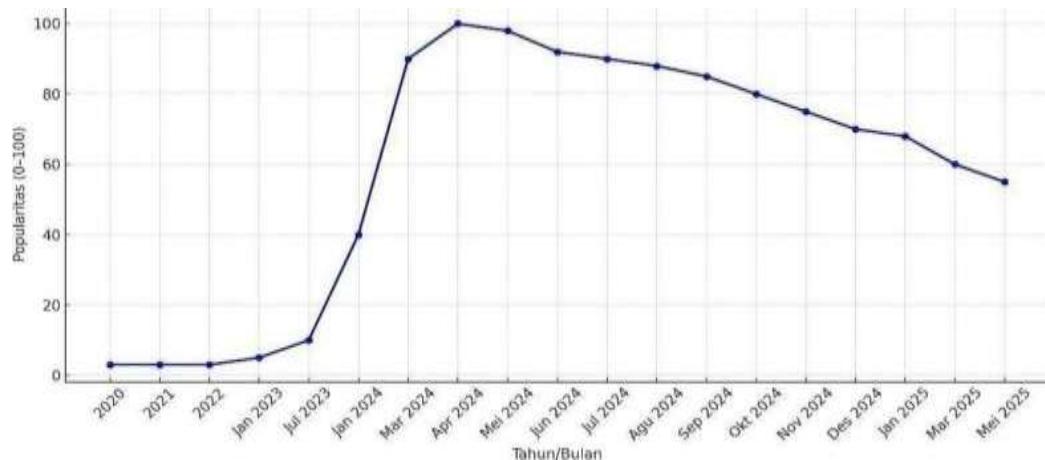
Table 1. Fluctuations in Skintific's Popularity

| No. | Period | Popularity Level | Notes/Even |
|-----|------------|------------------|--|
| 1 | 2020-2022 | 0-2 | Not widely known; not yet viral. |
| 2 | Early 2023 | 20 | Starting to be discussed, but not yet significant. |

| | | | |
|---|-----------------|------------|--|
| 3 | Early 2024 (Q1) | 100 (peak) | Massive virality, likely due to a major campaign. |
| 4 | Mid 2024 | 75-90 | Brand awareness still very high and stable. |
| 5 | Late 2024 | 70-85 | Gradually declining, competitors begin to disrupt market position. |
| 6 | Early 2025 | 60-70 | Awareness declining, likely due to lack of new campaigns/innovation. |

Source: (Google Trends, 2025)

Table 1 Present from 2020 to 2022, the brand/product was still in the introduction phase and not widely known in the market. A larger market segment began to recognize the brand in early 2023, although its popularity was not yet significant. The peak popularity occurred in early 2024, when the brand went massively viral, likely due to a major campaign or the launch of a booming product. In mid-2024, brand awareness remained high and stable, though competitive pressure began to threaten its position. However, by late 2024, a decline in brand awareness appeared, coinciding with the emergence of new competitors and reduced innovation.



Source: (Google Trends, 2025)

Figure 1. Skintific Indonesia Popularity Trend (2020–2025)

A significant increase in popularity began in early 2024, when searches peaked with a score of 100. This surge was likely influenced by Skintific's virality on social media platforms, the launch of flagship products like

sunscreen, moisturizer, cushion, and collaborations with top influencers. After reaching its peak, Skintific's search trend remained high and stable throughout mid to late 2024, reflecting the brand's success in maintaining visibility. However, entering 2025, a gradual decline occurred. Nevertheless, although content marketing has been widely applied by various brands through social media, there remains a research gap specifically addressing how this role contributes to building brand awareness for particular skincare brands like Skintific.

Thus, research is needed not only to describe content marketing in general but also to evaluate its effectiveness in building Skintific's brand awareness as a developing local brand amidst intense market competition. Previous studies on the analysis of content marketing's role in building brand awareness for Skintific skincare products used by the author as references include research by (Alam et al., 2024) on the role of content marketing applied by Skintific in building brand awareness. This study used a descriptive qualitative approach with a literature review method to analyze how Skintific utilizes social media as its primary marketing tool. Findings showed that Skintific actively produces attractive and educational visual content, such as customer testimonials, product usage tutorials, and information on the benefits of active ingredients in its products. Other roles include collaborations with beauty influencers and the use of interactive campaigns on platforms like Instagram and TikTok.

This approach was deemed effective in increasing consumer engagement and forming positive brand perceptions, ultimately enhancing brand awareness among young consumers. Therefore, through this research, the author aims to analyze the content marketing applied by Skintific and how it influences brand awareness formation. This study is expected to provide practical contributions for beauty industry players in formulating effective and content-based digital marketing strategies.

METHOD

This study employs a descriptive qualitative research method with a normative Islamic economic law approach. The descriptive qualitative method is used to describe and analyze in depth the role of content marketing in building brand awareness of Skintific skincare products through digital platforms. Meanwhile, the normative Islamic economic law approach is applied to examine digital marketing practices as part of contemporary economic activities governed by fiqh muamalah.

This approach positions content marketing not merely as a managerial or communication practice, but as a legal-ethical activity subject to Sharia norms regulating commercial conduct. Data collection was conducted through documentation and semi-structured interviews. Documentation involved collecting digital marketing materials such as social media content, visual posts, videos, consumer comments, and testimonials related to Skintific products on platforms including Instagram, TikTok, and e-commerce marketplaces. Semi-structured interviews were carried out with two active Skintific resellers, namely Toko Missglam and Toko Underprice, selected based on their consistent use of digital content marketing strategies to promote Skintific products and engage consumers.

In addition to descriptive qualitative analysis, this study applies a Sharia-based analytical framework grounded in *fiqh muamalah* to evaluate content marketing practices. This framework is used to assess whether the content marketing strategies implemented by Skintific and its resellers comply with Islamic business ethics. The analysis focuses on key Sharia principles, including honesty (*sidq*) in delivering product information, transparency (*tabligh*) regarding ingredients, benefits, and usage, trustworthiness (*amānah*) in avoiding exaggerated or misleading claims, and justice ('adl) in treating consumers fairly. Furthermore, the study examines the absence of prohibited elements such as deception (*tadlīs*), uncertainty (*gharar*), and unethical persuasion in digital content.

Data obtained from documentation and interviews were analyzed by categorizing content and marketing practices according to these Sharia principles, allowing the researcher to evaluate the ethical alignment of content marketing with Islamic commercial values.

Data collection was carried out using two main techniques. First, documentation, which involved collecting digital materials such as screenshots of content, consumer comments, testimonials, and data from websites or marketplaces related to Skintific. Second, interviews, which were conducted in a semi-structured format with the owners or social media managers of *Toko Underprice* and *Toko Missglam*. These two stores were selected because they are active resellers of Skintific products who utilize digital platforms such as Instagram and TikTok to implement content marketing strategies aimed at increasing sales and brand awareness.

Normative Sharia Analysis Framework

The analysis applies a normative Sharia framework grounded in Islamic economic law (*fiqh muamalah*) to evaluate content marketing practices. This framework assesses whether digital content marketing complies with Sharia principles, including honesty (*sidq*) in delivering product information, transparency (*tabligh*) regarding product composition and

benefits, trustworthiness (*amānah*) in avoiding exaggerated or misleading claims, and justice ('*adl*) in ensuring fair communication with consumers. In addition, the analysis examines the presence or absence of prohibited elements such as uncertainty (*gharar*), deceptive practices (*tadlīs*), and unethical persuasion in digital marketing content. Data obtained from documentation and interviews were systematically categorized and interpreted based on these normative indicators to determine the legal-ethical compliance of Skintific's content marketing practices within the framework of Islamic economic law.

RESULT AND DISCUSSION

The Role of Content Marketing According to Toko Missglam and Toko Underprice

Skintific is a Canadian skincare brand formulated to repair the skin barrier with BPOM-registered ingredients. Known since 1957 and marketed in Indonesia since August 2021, Skintific quickly gained popularity on social media due to its product effectiveness based on user experience. Skintific Indonesia's Instagram account has over 946 thousand followers, including from abroad. With increasing competition in the skincare industry, Skintific must continuously innovate. According to Data Reportal (2024), 139 million Indonesians are active on social media, providing a significant opportunity for Skintific to implement content marketing.

The brand markets its products through Instagram, TikTok, marketplaces, and its official website, with an educational and emotional approach. Content presented includes ingredient explanations, tutorials, tips, and reviews, packaged attractively with a casual style, trending music, and storytelling. This consistency has made Skintific increasingly recognized and built emotional connections with consumers.

Toko Missglam and Toko Underprice, both active resellers, employ content marketing strategies to enhance sales and brand awareness for Skintific products. Their products are primarily promoted via digital platforms, including Shopee, Instagram, and TikTok. Content planning at Toko Missglam is conducted independently, following directives from Skintific HQ.

The store owner generates the content, with occasional involvement from influencers. Video reviews, testimonials, and before-and-after images are utilized as content types, with postings occurring three to four times weekly. Video reviews, testimonials, and before-and-after images serve as content types, with postings occurring three to four times per week. The target audience comprises women aged 18 to 30 with an interest in sensitive skin

conditions. User interactions, such as comments, direct messages, and sales, function as metrics for evaluating content. Beauty Advisors (BAs) engage in the design and development of content for Toko Underprice. Weekly uploads include testimonials, tutorials, and instructional content.

The target audience is broader, namely all Skintific skincare users, segmented based on viral product trends and skin types. Evaluation is done through viewers and increased purchases. The most effective platforms according to Underprice are Instagram Reels, TikTok Live, and Shopee Live. Both stores adjust content roles to trends, audience needs, and promotional moments. Consistency, attractive visuals, and storytelling are key to building emotional connections with consumers and strengthening Skintific's position in the digital market.

From the perspective of Islamic economic law, the content marketing practices implemented by Toko Missglam and Toko Underprice reflect the application of *fiqh muamalah* principles in commercial communication. Both resellers emphasize informative and experience-based content such as reviews, tutorials, and testimonials, which aligns with the principle of honesty (*sidq*) and trustworthiness (*amānah*).

By presenting real usage experiences and avoiding misleading claims, these practices help prevent deceptive marketing (*tadlīs*), which is strictly prohibited in Islamic commercial law. Moreover, the effort to educate consumers about product usage and skin compatibility demonstrates ethical responsibility and supports fair transactions ('*adl*) by ensuring consumers make informed decisions (Hasan, 2014; Rahmawati, 2018).

From the perspective of *fiqh muamalah*, the content marketing practices implemented by Skintific and its resellers can be legally classified as *mubāh bi al-shurūt* (conditionally permissible). This classification is based on the *fiqh* principle *al-aṣl fī al-mu‘āmalāt al-ibāḥah*, which establishes that all economic transactions are permissible unless there is explicit evidence of prohibition. Content marketing is therefore considered lawful as long as it fulfills *Sharia* requirements, including honesty (*ṣidq*), trustworthiness (*amānah*), transparency (*tablīgh*), and justice ('*adl*), and does not involve prohibited elements such as deception (*tadlīs*) or excessive uncertainty (*gharar*). Under these conditions, content marketing functions as a legitimate form of commercial communication within the framework of Islamic economic law.

Table 2. Comparison of Skintific Content Marketing Roles by Toko Missglam and Toko Underprice

| No | Aspect | Toko Missglam | Toko Underprice |
|----|------------------------|---|--|
| 1 | Content Marketing Goal | Increase consumer trust, brand awareness, and Skintific product sales | Boost sales, brand new products, and attract buyers to online/offline stores |
| 2 | Content Planning | Planned by BAs and consulted with content creators | Planned by BAs and consulted with content creators |
| 3 | Content Production | Handled directly by store owner and assisted by local influencers | Done by internal BAs without involving agencies |
| 4 | Content Types | Video reviews, before-after, testimonials | Educational videos, tutorials, testimonials |
| 5 | Posting Frequency | 3–4 times per week | Weekly |
| 6 | Target Audience | All Skintific skincare enthusiasts, especially from Shopee and TikTok | All Skintific skincare enthusiasts, especially from Shopee and TikTok |
| 7 | Content Segmentation | Adjusted to skin needs and market trends. | Based on viral products, skin needs, and weekly promotions. |
| 8 | Primary Platforms | Instagram & TikTok | Instagram Live, TikTok Live, Shopee Live |
| 9 | Success Evaluation | Based on DMs, likes, comments, and sales | Viewed from content viewers, interaction increases, and sales |
| 10 | Strategy Changes | From photos to videos due to higher engagement | Adapting to trends and currently viral products |

Source: Author's Analysis (2025)

Table 2 presents Interview results indicate that Toko Missglam and Toko Underprice employ content marketing strategies to promote Skintific products, primarily utilizing Shopee and TikTok. Their objectives align in increasing sales and brand awareness; however, Missglam prioritizes consumer trust, whereas Underprice places additional emphasis on promoting new products. Content planning is conducted by Brand Ambassadors and content creators; however, content production varies: Missglam collaborates with local influencers, whereas Underprice is managed by the internal team. Missglam's content types prioritize reviews, before-and-after comparisons, and testimonials, while Underprice emphasizes education, tutorials, and testimonials.

Missglam posts more frequently at 3–4 times a week, compared to Underprice's once a week. Both target skincare enthusiasts, with Missglam's content segmentation following market trends and skin needs, while Underprice adjusts based on viral products and weekly promotions. Missglam relies on Instagram and TikTok, while Underprice is active through live streaming on Instagram, TikTok, and Shopee. Content success is evaluated through interactions and sales. Missglam shifted from photo to video content to increase engagement, while Underprice continuously adjusts strategies to current trends.

The Role of Content Marketing on Skintific's Brand Awareness

Skintific's content marketing role proved effective in increasing brand awareness, as seen in the surge in Google Trends popularity in early 2024. Consistent and relevant content made Skintific widely known, achieving top-of-mind status in the local skincare category, with high levels of brand recall and brand recognition. Promotion as part of marketing communication plays a vital role in attracting consumer interest, persuading them to buy, and building loyalty (Purba et al., 2021). Content marketing plays a crucial role in shaping and strengthening Skintific's brand awareness.

Whether directly by headquarters or through resellers like Toko Missglam and Toko Underprice, digital content is utilized to build consumer trust in product quality and superiority. Missglam focuses its content role on product introduction and consumer education, while Underprice emphasizes using content to enhance shopping appeal both online and offline. Both demonstrate that interaction and content consistency can form emotional connections between the brand and audiences.

The findings show that Skintific's content marketing significantly enhances brand awareness, particularly through consistent and educational content dissemination. In Islamic economic law, building brand awareness

through truthful communication is permissible (*halāl*) as long as it does not involve exaggeration or manipulation. Skintific's emphasis on ingredient transparency, product benefits, and user testimonials aligns with the Sharia requirement of *tablīgh* (clear and open disclosure). This approach supports consumer protection, a key objective of Islamic economic law, by minimizing information asymmetry (*gharar*) between sellers and buyers and fostering trust-based market relationships (Ascarya, 2012).

From the perspective of *maqāṣid al-sharī‘ah*, Sharia-compliant content marketing contributes to the protection of consumer interests, particularly *hifz al-māl* (protection of wealth) and *hifz al-‘aql* (protection of intellect), by ensuring that consumers receive accurate, clear, and non-misleading information before making purchasing decisions. Educational and transparent digital content supports informed consent and fair exchange, thereby preventing harm (*daf’ al-ḍarar*) and promoting public benefit (*jalb al-maṣlahah*). Consequently, content marketing that enhances brand awareness through truthful communication aligns not only with commercial objectives but also with the higher objectives of Islamic economic law.

In Islamic economic law, building brand awareness through digital content marketing is considered lawful (*halāl*) when it is conducted within ethical and normative boundaries. Skintific's emphasis on transparent product information, educational content, and authentic consumer testimonials supports the principle of *tablīgh* and minimizes information asymmetry between sellers and consumers. Under these conditions, content marketing holds the legal status of *mubāḥ bi al-shurūt*. Nevertheless, if brand awareness is constructed through misleading narratives, overclaims, or emotional manipulation that distorts consumer judgment, such practices may constitute *tadlīs*, thereby altering the legal status of content marketing into impermissible (*ḥarām*) or at least reprehensible (*makrūh*) depending on the degree of harm caused.

Visual Content and Engagement

Skintific heavily relies on the power of visual content in building social media engagement. Clean visual design, a distinctive pastel blue color scheme, and consistent feed aesthetics make Skintific's account easily recognizable. Every posted content such as product photos, educational videos, and testimonials is always packaged attractively to increase audience interest in liking, saving, or sharing the content. Strong visual content helps reinforce brand identity and makes Skintific stand out among competitors. Visual content is the primary key in Skintific's marketing role. Both Missglam and Underprice rely on video reviews, tutorials, and testimonials as main content

types. Color aesthetics, trending music selection, and casual language styles are used to attract attention and drive interaction.

Missglam emphasizes Instagram feed arrangement and Reels as educational media, while Underprice is more active using Shopee Live and TikTok Live to reach audiences directly and interactively. Consistent weekly uploads and the use of interactive features like Q&A and promotions often increase engagement and customer loyalty.

The strong reliance on visual content and storytelling in Skintific's marketing strategy demonstrates an effective engagement model that remains ethically acceptable within Islamic economic law. Visual appeal, aesthetic consistency, and interactive features are considered permissible tools (*wasā'il mubāhah*) in marketing, provided they do not misrepresent product quality. The use of real visuals, before-after documentation, and educational videos supports the principle of honesty (*sidq*) and prevents misleading persuasion. From a Sharia perspective, such content strengthens ethical engagement by enhancing understanding rather than exploiting emotional manipulation, thereby maintaining fairness ('adl) in consumer communication (Antonio, 2011).

The decline in Skintific's digital popularity highlights the importance of innovation within Sharia-compliant boundaries. Islamic economic law allows business innovation (*tajdīd*) and adaptation to market trends as long as such strategies remain ethically sound and free from misleading practices. Content marketing adjustments aimed at restoring engagement remain *mubāh* provided they do not involve false scarcity, exaggerated benefits, or emotional exploitation. Should innovation efforts rely on misleading urgency or deceptive messaging, the practice may fall under *tadlīs*, thereby changing its legal classification and undermining the objectives of *maqāṣid al-shari‘ah*, particularly consumer protection (*hifz al-māl*).

Challenges and Decline in Popularity

Despite reaching peak popularity in early 2024, Skintific faced significant challenges in early 2025. This was likely caused by a lack of innovative content and new, attractive digital campaigns. Consumers began switching to other brands offering fresher content following trends more relevant to current conditions. Amid positive trends, Skintific also faced challenges in maintaining content consistency and innovation. In early 2025, Skintific's search trend declined.

Missglam acknowledged that monotonous content impacted declining interaction and sales. Underprice experienced similar issues, where content

not following trends caused decreased viewers. Competition with newer, more aggressive brands on social media demands that Skintific and its resellers become more adaptive and creative. To remain relevant, both Missglam and Underprice began restructuring their content roles by adjusting formats, frequencies, and approaches used.

The decline in Skintific's popularity in early 2025 highlights the importance of continuous innovation within ethical boundaries. Islamic economic law permits business innovation (*tajdīd*) as long as it does not violate moral principles or involve unethical persuasion. The findings suggest that content stagnation negatively affects consumer engagement; however, responding to this challenge must remain aligned with Sharia values. Strategies such as trend adaptation, creative formats, and increased interaction are permissible (*mubāh*), provided they avoid exaggerated claims, false scarcity, or manipulative tactics that could lead to injustice (*zulm*) or consumer harm.

In Islamic economic law, the legal status of content marketing may shift if marketing practices involve misleading or exaggerated content. When digital content contains false claims, manipulated visuals, or deceptive testimonials, such practices constitute *tadlīs*, which is prohibited in fiqh muamalah. Under these circumstances, content marketing may no longer be considered *mubāh*, but instead fall into the category of *ḥarām* or at least *makrūh*, depending on the level of harm caused. Misleading content undermines consumer trust, violates the principle of transparency (*tablīgh*), and contradicts the objectives of *maqāṣid al-shari‘ah* by causing injustice and potential financial loss to consumers.

Consumer Perceptions of Skintific's Content Marketing Role

Five consumers who knew Skintific from social media like TikTok, Instagram, and YouTube. They were interested in review, tutorial, and testimonial content deemed informative and convincing. Authentic and educational content was considered capable of building trust and driving purchase decisions. In this study, researchers asked five main questions to consumers to determine the effectiveness of Skintific's content marketing in building brand awareness. The first question asked whether consumers knew the Skintific brand and where they first learned about it. Results showed most respondents knew Skintific from social media, especially TikTok, through review and before-after product usage content. The second question explored which social media platforms consumers most frequently used to view Skintific content. Answers predominantly pointed to TikTok and Instagram as dominant platforms displaying attractive content about the product.

The third question related to the type of content that most attracted consumer attention. Many respondents stated they were more interested in influencer reviews, video tutorials, and visual testimonials because they felt more convincing and realistic. The fourth question aimed to determine whether Skintific's displayed content could build trust in its products. Results showed consumers felt more confident because the presented content was not only promotional but also educational and transparent. The content was considered helpful in understanding product benefits and mechanisms more clearly. The fifth question focused on how significantly content influenced consumer purchase decisions. Most respondents admitted to buying Skintific products after seeing consistent and convincing content, especially when delivered by beauty influencers. From these responses, it can be concluded that Skintific's content marketing successfully built brand awareness effectively through social media utilization, authentic content, and attractive, informative visual roles.

Consumer responses indicate that Skintific's content marketing successfully builds trust and influences purchase decisions through authentic and educational content. From the standpoint of Islamic economic law, consumer trust (*thiqqah*) is a fundamental outcome of ethical business conduct. When consumers perceive marketing content as transparent and informative, it reflects compliance with *amānah* and *ṣidq*. The positive influence on purchasing decisions is considered legitimate (*halāl*) because it is based on knowledge and clarity rather than coercion or deception. This demonstrates that ethical content marketing not only enhances brand awareness but also fulfills the moral objectives of Islamic economic law in promoting fairness and mutual benefit.

From the standpoint of Islamic economic law, positive consumer perceptions derived from transparent and educational content indicate compliance with the principles of *amānah* and *ṣidq*. Trust formed through clear information legitimizes purchasing decisions and renders the marketing practice lawful (*halāl*). However, if consumer trust is constructed through misleading endorsements or hidden commercial intent, such practices violate Sharia norms and may invalidate ethical consent. Therefore, consumer perception serves as an important indicator in assessing whether content marketing maintains its status as *mubāḥ bi al-shurūt* or shifts toward impermissibility due to legal-ethical violations.

CLOSING

Based on the findings of this study, it can be concluded that content marketing plays a significant role in building brand awareness of Skintific skincare products through educational, transparent, and visually engaging digital content disseminated via social media platforms. Empirically, the use of informative content, visual storytelling, and authentic consumer testimonials effectively strengthens consumer recognition and trust toward the brand.

From the perspective of Islamic economic law, these content marketing practices are normatively permissible (*mubāh bi al-shurūt*) as long as they comply with the principles of *fiqh muamalah*, including honesty (*ṣidq*), transparency (*tabligh*), trustworthiness (*amānah*), and justice (*'adl*), while avoiding prohibited elements such as deception (*tadlīs*) and uncertainty (*gharar*).

The study also demonstrates that Sharia-compliant content marketing aligns with the objectives of *maqāṣid al-sharī'ah*, particularly in protecting consumer interests and ensuring fair and informed transactions in the digital marketplace. Misleading or exaggerated digital content, however, can shift the legal status of content marketing from permissible to prohibited, underscoring the need for continuous legal-ethical oversight in digital business practices.

Overall, this research reinforces the role of Islamic economic law as a normative guide for regulating ethical digital marketing practices in the contemporary economy, providing both theoretical and practical insights for businesses to implement Sharia-compliant digital marketing strategies.

DECLARATION OF COMPETING INTEREST

The author hereby declares that there are no competing interests, whether financial or non-financial, that could influence the objectivity, analysis, or conclusions of this research.

CRedit AUTHORSHIP CONTRIBUTION STATEMENT

The author solely contributed to conceptualization, methodology, data collection, analysis, writing, and revision of this manuscript.

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