

Promotional Strategies to Increase Sales on TikTok Shop in the Digital Era from an Islamic Perspective (Study on the Beautystore.Mms TikTok Account in Baturaja)

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Abstract

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The development of information technology and digital marketing, particularly through the social media platform TikTok, has changed the product promotion paradigm among small and medium enterprises (MSMEs). This study examines the digital promotion strategy of the Beautystore.Mms TikTok account in Baturaja and its alignment with Islamic economic principles. Using a qualitative, case study-based approach, data was collected through interviews, observation, and documentation. The results show that the use of TikTok's creative features, such as TikTok ads, customer testimonials, and incentives in the form of gifts and free shipping, successfully increased sales and customer loyalty. This promotional strategy is comprehensively integrated into the marketing mix (4Ps): certified halal products, competitive pricing, timely distribution, and innovative promotions. Most business practices have adopted Islamic ethical and sharia standards, particularly the principles of honesty, justice, and trustworthiness, although the monotheistic aspects of Islamic economics have not been fully internalized. This study confirms that harmonizing modern digital marketing technology and Islamic business ethics can create an economically, morally, and socially sustainable MSME business model in the digital era.

INTRODUCTION

The development of information technology has significantly transformed various aspects of life, particularly in business and marketing. The use of digital technology enables businesses to leverage online platforms to promote their products and services more efficiently and reach a wider audience. This is increasingly relevant given that intense business competition demands adaptive and innovative marketing strategies to maintain and enhance company competitiveness (Assauri, 2018).

One of the most popular digital marketing innovations is the use of social media, such as Instagram, Facebook, and especially TikTok, which provides a space for direct interaction between sellers and customers. TikTok offers advantages through its creative features and short video format that attract young users and provide effective opportunities for digital product marketing (Hadi, 2016).

However, previous studies have shown a gap in understanding how optimizing TikTok as a marketing medium can accelerate sales growth, particularly for small and medium-sized business owners in Indonesia. Furthermore, there is limited research examining TikTok's digital promotional strategies from an Islamic economic perspective as they apply to Muslim communities in Indonesia (Pradiani, 2018).

Digital marketing, such as that conducted through TikTok, allows sellers to build interactive relationships with consumers in more personal and creative ways, thereby increasing customer trust and loyalty. The use of the TikTok Shop feature, which integrates the purchasing process directly within the app, simplifies and expedites transactions for consumers, which has been empirically shown to drive increased sales volume (Pradiani, 2018).

However, the effectiveness of digital promotional strategies must be balanced with adherence to Sharia norms and ethics, particularly in the context of information conveyed to consumers to ensure it does not contain deceptive or misleading elements. The principles of honesty and transparency are the primary foundations for building sustainable business relationships in the eyes of the Muslim community, in accordance with the guidance of the Quran and Hadith (Gunara & Hardiono, 2018).

Literature reviews show that sales promotions are a crucial element of marketing strategies, capable of generating a rapid response from consumers, both in the short and long term. Promotional techniques such as discounts, cashback, and digital testimonials can increase appeal and purchase decisions, provided they are applied ethically and enhance the image of the product and company (Gitosudarmo, 2017).

This topic is of significant scientific and practical importance given the increasing penetration of social media and its central role in the development of the national digital economy. TikTok Shop, an e-commerce feature within the TikTok app, has successfully recorded rapid transaction value, demonstrating significant potential for online businesses. However, the validity and sustainability of the implemented promotional strategies must still be analyzed based on ethical values and Sharia compliance (Gitosudarmo, 2017).

This study aims to analyze the promotional strategies implemented to increase sales through the TikTok account Beautystore.Mms in Baturaja and examine how these strategies align with Islamic economic principles in the context of the digital era. This focus is expected to provide a clear picture of the actual practices and values embraced in Islamic digital marketing (Gunara & Hardiono, 2018). This article's contribution to science lies in developing insights into the integration of TikTok social media-based digital marketing strategies with Islamic economic principles. This also bridges the gap between modern marketing theory and the application of Islamic business ethics, which has not been widely reviewed in depth in contemporary literature (Kotler, 2004).

METHODS

This research employed a qualitative approach with descriptive fieldwork and case study-based research. The qualitative approach was chosen to understand the meaning, uniqueness, and phenomena in depth, with the researcher acting as the primary instrument and using triangulation in data collection. Fieldwork was conducted because data was collected directly at the study location to obtain a detailed and contextual overview of the promotional strategy on the TikTok account Beautystore.Mms (Subagyo, 2004).

The research location focused on the Beautystore.Mms TikTok account located at Jl. A. Yani Kemelak KM 7, Bindung Langit District, East Baturaja District, OKU Regency. This research was conducted within a period that allowed for comprehensive and representative data collection of actual conditions in the field. The research population consisted of all marketing activities and promotional strategies implemented by the Beautystore.Mms TikTok account. The research

sample was taken purposively by considering the business actors and the most relevant information to answer the research problem formulation.

The research instruments consisted of unstructured interviews and non-participant observation, which were used to collect primary data directly from the sources. Free-form, guided interviews were conducted to gain in-depth information regarding promotional strategies from account owners and other relevant parties. Non-participant observation was conducted by observing marketing activities and interactions within the TikTok application without direct researcher intervention. Furthermore, documentation techniques were used to collect secondary data from company records and related literature to complement the primary data and strengthen the validity and reliability of the research (Marzuki, 2000; Sugiyono, 2008).

Data analysis was conducted descriptively and qualitatively, using data reduction, classification, and simplification to select relevant information that supports the research objectives. This process was followed by a systematic narrative presentation of the data to reflect objective conditions in the field. An inductive approach was used to draw conclusions based on empirical findings obtained during the research (Subagyo, 2004). No specialized software was used in this data analysis, relying on manual data processing through triangulation techniques to ensure data credibility.

RESULTS AND DISCUSSION

The results of this study revealed that the promotional strategy implemented by the TikTok account Beautystore.Mms in Baturaja effectively utilized TikTok social media to increase cosmetic product sales. Based on interviews with the account owner, since its inception in 2020 with the initial account name na.healthyglow, this business has experienced a significant increase in turnover, which then continued with the rebranding to Beautystore.Mms in 2021. This success is inseparable from the use of social media as a primary marketing platform, which allows direct interaction with consumers and reaches a wide audience of up to 1,373,000 followers. The implemented digital marketing strategy includes utilizing the TikTok ads feature, displaying customer testimonials, and providing incentives such as small gifts and free shipping to increase customer loyalty (Interview, May 2025).

This promotional approach is consistent with the marketing mix concept, which includes product, price, place, and promotion (4Ps). The products offered include halal-certified and BPOM-approved skincare and bodycare products that are safe for use by all age groups. Product prices are set by considering capital and reasonable profit margins, ensuring they are competitive yet not detrimental to consumers. In addition, attractive discounts and promotions are offered to increase purchasing interest. For distribution, Beautystore.Mms maintains fast and accurate delivery, both within Baturaja and outside the city, with COD (Cash on Delivery) services as an added value. Promotion is further enhanced by creating engaging content using photos, videos, and creative copywriting strategies that utilize hashtags to build brand awareness (Interview, May 2025).

From an Islamic perspective, this promotional strategy aligns with Islamic economic principles that emphasize honesty, justice, and trustworthiness. The products sold are halal, complying with sharia requirements and free from usury, gharar, maysir, or other prohibited elements. Production and distribution activities prioritize social welfare and moral responsibility, in accordance with the teachings of the Qur'an and Hadith. Shop owners also allocate a portion

of their income to social activities such as alms, donations, and zakat, emphasizing the application of the principles of monotheism and endeavor in Islamic economics. However, there is recognition that the monotheistic aspect of economics has not been fully internalized in their digital marketing practices (Interview, May 2025; QS. Al-Muddassir: 38; QS. Al-Maidah: 87).

This discussion of results draws on previous theory and research demonstrating the effectiveness of social media, particularly TikTok, as a digital marketing tool in increasing sales of cosmetic products and MSMEs. For example, research by Hadi and Erdiansyah (2024) confirms that TikTok functions not only as an effective paid advertising platform but also as a promotional medium that prioritizes creative and interactive content, including challenge and giveaway features that strengthen user engagement. This supports the findings at Beautystore.Mms, where testimonials and small prizes are part of a sales promotion strategy responsive to market needs.

Furthermore, research by Nangoy et al. (2024) on Curabeauty in Manado confirms that utilizing TikTok with visually appealing and interactive promotional content increases customer satisfaction and expands market share. Creative strategies such as the use of popular music and collaboration with influencers were also found to increase marketing effectiveness, which remains relevant to the practices at Beautystore.Mms. Therefore, the combination of innovative digital marketing and Islamic business principles is considered capable of building a business model that is not only economically profitable but also ethically and socially acceptable in Muslim communities.

However, this research also highlights challenges in the form of threats from intense competition and data security risks in digital marketing. This aligns with literature that highlights the complexity of technology and the need for continuous innovation to maintain the competitiveness of online businesses. Sharia business ethics remains a key foundation in navigating these dynamics, requiring businesses like Beautystore.Mms to consistently maintain integrity and morality in every promotional strategy (Interview, May 2025).

Overall, Beautystore.Mms's TikTok promotional strategy successfully combines a modern marketing approach with the wisdom of Islamic economic values. This approach not only contributed to a significant increase in sales but also optimized business sustainability based on strong principles of honesty, fairness, and social responsibility, thus serving as a model for similar businesses in today's digital age.

DISCUSSION

The use of TikTok as a primary promotional platform has proven effective in increasing market reach and engagement with consumers. TikTok's appeal lies in its creative short-form video format, paid advertising features (TikTok ads), customer testimonials, and interactive strategies such as giveaways and free shipping. This reinforces research findings that TikTok enables MSMEs to market their products widely and efficiently at a relatively affordable cost, while also building customer loyalty through more personalized engagement.

The marketing mix (4P) approach implemented at Beautystore.Mms includes officially certified halal products, competitive and transparent pricing, fast and accurate distribution, and creative and consistent promotions, reflecting the implementation of a comprehensive and integrated marketing strategy. This approach aligns with marketing theory that emphasizes the importance of synergy between these elements to generate sustainable sales growth (Kotler, 2004;

Gitosudarmo, 2017).

Analysis from an Islamic economic perspective confirms that Beautystore.Mms' honest, fair, and trustworthy marketing practices not only meet Islamic business ethics standards but also strengthen Muslim consumer trust. Aspects such as ensuring halal products are free from *riba* (usury), *gharar* (gharar), and *maysir* (gambling), as well as allocating a portion of revenue for alms and *zakat* (zakat), demonstrate the integral implementation of sharia values in digital business activities. These findings are consistent with literature discussing the relationship between Islamic economic principles and modern digital business practices (Gunara & Hardiono, 2018; QS. Al-Muddassir: 38; QS. Al-Maidah: 87).

The use of interactive promotional strategies through TikTok ads and customer testimonials supports digital marketing theory, which emphasizes the importance of engaging, credible content and building a loyal consumer community. Previous research has shown that engagement through live streaming, challenges, and influencer collaborations can significantly increase product visibility and sales for MSMEs (Hadi & Erdiansyah, 2024; Nangoy et al., 2024). Beautystore.Mms also integrates these elements through video content and effective copywriting strategies.

However, the challenges faced cannot be ignored, particularly regarding intense competition and data security risks in digital marketing. The complexity of technology and easy access for all parties opens up opportunities for competitors to copy strategies and the potential for data misuse, requiring continuous innovation and a high level of ethical awareness to maintain a business's reputation (Interview, May 2025; digital marketing literature).

Overall, Beautystore.Mms's promotional strategy demonstrates that harmonizing digital technology and Islamic economic principles can create a business model that is not only commercially superior but also morally and socially sustainable. Implementing honesty, transparency, and social responsibility as the foundation of their business strengthens their market position and sets an example for other businesses in the digital age.

CONCLUSION

Based on the results and discussion, it can be concluded that the development of information technology and digital marketing, particularly through the TikTok social media platform, can support small and medium enterprises in expanding market reach and significantly increasing sales. The digital promotion strategy implemented by the TikTok account Beautystore.Mms in Baturaja utilizes various creative features such as TikTok ads, customer testimonials, incentives in the form of gifts and free shipping, which effectively build customer loyalty and accelerate transactions. This approach aligns with the comprehensive marketing mix (4P) concept, integrating halal and certified products, competitive pricing, timely distribution, and creative promotions.

Specifically, the integration of Islamic economic principles into Beautystore.Mms' digital marketing practices is a key force in strengthening Muslim consumer trust. The implementation of the principles of honesty, fairness, and trustworthiness is reflected in the offering of halal products free from *riba* (usury), *gharar* (gharar), and *maysir* (gambling), as well as social responsibility through the allocation of alms (*sadaqah*), *infaq* (*infaq*), and *zakat* (zakat). Although the monotheistic aspects of Islamic economics have not yet been fully internalized, all business activities comply with ethical and sharia standards.

The discussion is supported by theory and previous research findings that confirm TikTok's effectiveness as an innovative and interactive digital marketing medium for MSMEs, as well as the importance of creative content and collaboration with influencers to expand market share. Challenges such as intense competition and data security risks demand continuous innovation and strengthening of Sharia business ethics to maintain business sustainability and reputation. Therefore, a digital promotion strategy that combines modern technology and Islamic economic values provides a business model that is not only economically profitable but also morally and socially sustainable. This model can serve as a reference for other business actors in navigating the dynamics of business in today's digital era.

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