

## Product Innovation, and Halal Lifestyle Identity: An Ethnographic Study on Sharia Marketing Strategies of Swarnabhumi MSMEs Batik Eco print in ISEF Event

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### **Abstract**

*Product Innovation, Sharia Marketing, Halal Lifestyle, Eco Print, Batik, MSMEs, ISEF*

*The growth of global halal product consumption from USD 1.62 trillion (2012) to USD 2.43 trillion (2023) is driving the trend of the Islamic economy in Indonesia. This study analyzes the sharia marketing strategy in Eco print Swarnabhumi Batik MSMEs through the integration of environmentally friendly ecoprint innovations with a halal lifestyle concept at the Indonesia Sharia Economic Festival (ISEF) event in 2025. Using a qualitative ethnographic approach with interviews (main informants), observation, data triangulation, and Spradley analysis. The findings of this study show that there is a relationship between the local cultural phenomenon of Nganjuk and the sharia marketing strategy built through the integration of environmentally friendly ecoprint product innovations with a halal concept. By participating in the Indonesia Sharia Economic Festival (ISEF) 2025, it becomes an arena for social and economic adaptation, which is reflected in the increase in turnover from 15 million to 20 million thanks to halal certification, and business matching at the event. The results of this study provide practical guidance for sharia economic MSMEs to implement halal-certified marketing strategies to be able to compete more competitively in the domestic market, and export through events such as the Indonesia Sharia Economic Festival.*

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## INTRODUCTION

Eco-friendly products, and halal lifestyle identity have become part of the growing trend of sharia economy in Indonesia. Swarnabhumi Eco Print, which comes from Nganjuk Regency, is one of the Micro, Small and Medium Enterprises (MSMEs) in the field of sharia economics that plays an important role in supporting the local economy by introducing environmentally friendly product innovations to the community. However, the main challenge faced by Swarnabhumi MSMEs in the midst of increasingly fierce industry competition is how to combine environmentally friendly product innovation with the process of forming a halal lifestyle identity as an effective sharia marketing strategy, in order to be able to compete with other competitors both in the national and international markets.

According to the State of the Global Islamic Economy (SGIE) Report 2025, global consumption of halal products by Muslims has experienced steady growth, from USD1.62 trillion in 2012 to USD2.43 trillion in 2023. Business trends, halal industry continue to increase, including food, tourism, media, entertainment, medicines, and also halal cosmetics. However, halal is not only about food, but can include all aspects of daily life, such as clothing, finance, tourism, and beauty products. In recent years, halal lifestyle has become a new habit, along with increasing consumer awareness in understanding the importance of halal products, and sustainable products. (Supandi, 2025). However, there has not been much research that has discussed in depth the integration of environmentally friendly product innovation with the formation of halal lifestyle identity as a sharia marketing strategy, especially in the context of a national event, namely the Indonesia Sharia Economic Festival (ISEF) organized by Bank Indonesia at the JIEXPO Convention Center DKI Jakarta from October 8 to October 12, 2025. Although many studies on the halal industry and

halal lifestyle have been conducted, most of them still focus on certain sectors such as halal food, Islamic finance, and halal tourism.

This study examines in depth the integration of environmentally friendly product innovation with the concept of halal lifestyle identity as a sharia marketing strategy, especially in the context of participating in a national event, namely the Indonesia Sharia Economic Festival (ISEF). The Indonesia Sharia Economic Festival (ISEF) is one of the efforts to promote the Islamic economy organized by Bank Indonesia, in collaboration with stakeholders, and business actors. The existence of ISEF aims to increase financial literacy, encourage investment in the halal-based economy, and also promote products that are in accordance with halal principles. This event includes seminars, exhibitions, and business matching activities (Muttaqin et al., 2025). One of the participants is Swarnabhumi MSMEs which have become one of the products that have innovations by combining cultural values, utilizing environmentally friendly products, and halal principles.

Therefore, the purpose of this study is to delve deeper into the strategy of environmentally friendly product innovation, as well as the formation of a halal lifestyle identity carried out by Swarnabhumi Eco Print MSMEs from Nganjuk, East Java which has participated in Wastra's Business Matching (BM) at the national event, namely the Indonesia Sharia Economic Festival 2025 (ISEF). This research seeks to answer the question of how the integration of environmentally friendly product innovation and halal lifestyle identity can form an effective sharia marketing strategy, so that it can find an effective sharia marketing strategy pattern, and be able to understand the results of these activities, so that it is hoped that it can be a reference for other MSMEs that are able to develop such as Swarnabhumi MSMEs which are the object of this research.

## METHODS

The research methodology used is qualitative with ethnographic methods to answer problems regarding the integration of environmentally friendly product innovations, and halal lifestyle identities in Swarnabhumi Eco Print MSMEs. According to (L.J Moleong, 2022), qualitative research is research that refers to the results of direct observation from humans in their environment, because it is based on social science traditions. Regarding the ethnographic method, it is used to describe and describe the relationship between categories and data that has been found, with the aim of depicting, analyzing, and explaining communication behavior in a social group (Hadi & Rusman, 2021). The object of this study is the Swarnabhumi Eco Batik MSMEs in Nganjuk Regency, East Java which will participate in the Indonesia Sharia Economic Festival (ISEF) event in 2025.

Two main sources for data collection are carried out, namely primary data, and secondary data. According to (Scott, 2020), primary data is a data source that directly provides data to data collectors, namely conducting an interview with Yayuk Sri Rahayu as the owner of Swarnabhumi MSMEs who is considered able to provide information related to what is needed by researchers, and in accordance with what they have done. Related to secondary data according to (Scott, 2020) is a source that does not directly provide data to data collectors, for example through written sources or through documents related to the Indonesia Sharia Economy Festival event.

According to (L.J Moleong, 2022), some of the research techniques used in research data processing techniques and analysis are management techniques, and data analysis which include description, analysis, and interpretation. The initial stage in processing and analyzing data is to describe it in the form of a narrative to find out the context, as well as the meaning of the field. The next stage is by conducting an analysis, where the researcher uses relevant data to describe the context related to the research object, such as ecoprint product innovation, halal lifestyle identity, and sharia marketing strategy. And the last stage is the interpretation stage, by interpreting based on the data that has been obtained, then drawing conclusions from the research that has been carried out, as well as the main theme that explains how the sharia marketing strategy is formed through product innovation, and also halal certification.

The data validity technique in this study is based on Moleong's opinion in Kuswano (2008). To identify, and understand in depth the important elements related to the focus of the research, the researcher applies perseverance observation. In addition, complete written data through other sources such as audio recordings, videos, and photo documentation data to support the interview results. The auditing technique is also carried out by examining all data thoroughly, from the initial data to the results of the analysis to ensure the accuracy and accuracy of the research report.

## RESULTS AND DISCUSSION

### Identity of the Informant

In this study, I interviewed 1 main informant, namely Yayuk Sri Rahayu as the owner of the Batik Ecoprint Swarnabhumi MSME from Nganjuk Regency, East Java. The reason he was chosen as the main informant is because he has experience as a business actor who focuses on environmentally friendly products that implement a halal lifestyle identity. This interview was conducted to understand their strategy, especially after participating in the Indonesia Sharia Economic Festival (ISEF) in 2025.

Table 1 Identity Informants

Name	Address	Year Stand	Monthly turnover	MSME Name	Types of batik
Yayuk Sri Rahayu	Sukomoro, Nganjuk	2017	IDR 20,000,000	Swarnabhumi	Synthetic Writing Batik, Natural Color Stamp, Synthetic Color Stamp, Natural Color Writing Combination Writing, and Natural Color

Source: Data processed in 2025

Based on table 1, it can be seen that the income of Ecoprint Batik Swarnabhumi MSME owners has increased after participating in the Indonesia Sharia Economic Festival 2025 event. According to Yayuk Sri Rahayu as the main informant, before participating in the Indonesia Sharia Economic Festival event, the turnover was 15 million, but after participating in the event it increased to 20 million.

Figure 1. Participate in ISEF 2025



Swarnabhumi MSMEs have participated in the Indonesia Sharia Economic Festival 2025 event

### Interview Results with the Owner of Batik Batik Swarnabhumi

#### Innovation and Production Process

Swarnabhumi Ecoprint Batik MSMEs, managed by Yayuk Sri Rahayu, developed ecoprint techniques with environmentally friendly natural coloring. The process started from a zero waste concept agricultural activity in 2015 which empowered farmers, then started to focus on ecoprint since 2017. Through the ecoprint technique, Swarnabhumi MSMEs produce leaf-motif fabrics, and flowers that are not only visually attractive, but also have educational value. Currently in the process of halal certification for wider marketing.

### **Formation of Halal Lifestyle Identity**

In developing its business, Swarnabhumi Eco Print builds its identity as part of the halal lifestyle by ensuring that the production process follows the Product Operational Standards (SOP) of halal certification, so that all stages are considered safe, and in accordance with sharia principles. Halal certification is concrete evidence that increases consumer trust compared to verbal claims. With halal certification, this existence is proven to support branding and marketing, especially when Swarnabhumi participates in the Indonesia Sharia Economic Festival (ISEF) event in 2025.

### **ISEF Marketing Strategy and Participation**

In terms of marketing, Swarnabhumi Eco Print markets halal-certified ecoprints through social media as the main means of promotion, and actively participates in various national events, especially in ISEF 2025. Through the ISEF 2025 Business Matching activity, business owners have the opportunity to meet with potential trading partners, and can expand the market network. Ecoprint products from Swarnabhumi are relatively easily accepted by the public because they use natural dyes that are environmentally friendly and offer unique motifs of foliage, and flowers.

### **Development Challenges and Opportunities**

On its journey, Swarnabhumi Eco Print faced internal challenges in the form of team training that required further training to strengthen competence in the field of ecofashion-halal lifestyle. For external challenges, namely low consumer literacy regarding the concept of ecofashion with a halal lifestyle concept, it is necessary for sustainable education. However, the owner of Swarnabhumi MSMEs sees an opportunity from a change in the mindset of consumers who are now starting to look for environmentally friendly products that comply with sharia principles. Through involvement in ISEF 2025, and various other events, these MSME owners increasingly understand the character of the sharia market, as well as potential consumer segments.

### **Comments from visitors**

The response of ISEF visitors really appreciated the products from Swarnabhumi because they have good quality, and have beautiful motifs. The positive response from consumers is able to strengthen the acceptance of environmentally friendly products with the concept of halal lifestyle in the national and international sharia economic markets (Cahyani, A.N., 2024). In addition, this appreciation can facilitate the acceptance of environmentally friendly products with the concept of halal lifestyle in the sharia economic market, both nationally and internationally. In addition, positive responses from visitors are important capital for Swarnabhumi MSMEs in national events and the development of business cooperation in the future.

## **DISCUSSION**

### **Data Triangulation Test**

Triangulation in ethnographic research aims to ensure that the data obtained is truly accurate, and trustworthy by comparing information from various sources. The triangulation used in this study is two main approaches: source triangulation, and theoretical triangulation.

### **1. Triangulation Source**

The triangulation of sources in this study was carried out by comparing information obtained from documents, social media, and interview results, so that the accuracy of the data can be guaranteed. Which includes the main sources of data, namely:

- a. In-depth interview with the main informant, namely the owner of Batik Eco Print MSME Swarnabhumi
- b. Documentation related to the Indonesia Sharia Economic Festival (ISEF) 2025 event.
- c. Documentation from social media (Instagram, WhatsApp Business, website, ecatalog)
- d. Halal certification documents that show concrete evidence.

### **Conclusion**

- a. The information obtained from the interview results is quite complete, and provides a clear picture of the marketing strategy that has been carried out by Swarnabhumi MSMEs
- b. Documentation data shows that Swarnabhumi MSMEs have participated in exhibitions, as well as business matching,
- c. The content displayed on social media is a positive response from direct consumers, because it has good quality, and has beautiful motives.
- d. The existence of evidence of halal certification corroborates the statement from the main company that the production process has followed the Product Operational Standards (SOP) of halal certification, and is concrete evidence in front of consumers.

### **2. Theoretical Triangulation**

The purpose of this theory is to compare the results of the research with several existing theories, so that the results of this research can be stronger, and can be trusted.

#### **a. Marketing Communication Theory**

This theory emphasizes that utilizing digital marketing such as Instagram, WhatsApp Business, Website, and e-commerce is very effective in expanding market reach. In addition, utilizing social media and participating in business matching at the Indonesia Sharia Economic Festival (ISEF) 2025 is able to strengthen the brand of halal and environmentally friendly products (Izzuddin & Halim, 2025).

#### **b. Business Ethnographic Theory**

This theory emphasizes the importance of understanding local culture in marketing strategy. In this MSME, the selection of eco print batik motifs has cultural and aesthetic value, so that it is easily accepted by the community. In addition, halal certification is also a halal lifestyle identity that is its own attraction (Hadi & Rusman, 2021).

#### **c. Creative Economy Theory & Product Innovation**

Creative economy theory emphasizes that product innovations such as developing zero waste products to ecoprint to obtaining halal certification, can be the main key in increasing the competitiveness of batik MSMEs, especially at national events such as the Indonesia Sharia Economic Festival (ISEF) in 2025 (Khumairo et al., 2025).

### **Conclusion:**

- a. The findings of this study are relevant to the theory of marketing communication, business ethnography, and creative economy. In addition, it is also supported by proof of documentation of participation in the Indonesia Sharia Economic Festival 2025, and halal certificates.

- b. The ethnographic approach helps to reveal the cultural meaning of eco print batik motifs, and the marketing strategies used can be more easily accepted by the public.
- c. From zero waste to halal certification is the key to increasing the competitiveness of Batik Eco print MSMEs in Nganjuk, especially at national events such as ISEF.

### Data Analysis

Data analysis based on the Spradley method:

1. Domain Analysis (identifying key categories in the data)
  - a. Marketing communication: Social media (instagram, WhatsApp Business), exhibitions, and business matching.
  - b. Innovation: from zero waste to natural dyes.
  - c. Promotion strategy: Online (social media, e-commerce), and offline (exhibition, business matching at the Indonesia Sharia Economic Festival 2025).
  - d. Halal: It is in accordance with the Product Operational Standards (SOP) of halal certification.
2. Taxonomic Analysis (organizing the data in a hierarchical structure)
  - a. Marketing communication
    - I. Live: ISEF exhibition, business matching, meetings at the nganjuk business location, exhibition at Tunjungan Plaza Surabaya, fashion week events, sharia fashion, and word of mouth.
    - II. Indirect: Social media, and e-commerce.
  - b. Ecoprint Product Innovation
    - I. Production Process: Zero waste agriculture by empowering farmers in 2015, then starting to get to know natural dyes in 2017, until it is in accordance with the Product Operational Standards (SOP) for the formation of halal certification.
  - c. Sharia Marketing Strategy
    - I. Live: ISEF participation (exhibition, and business matching).
    - II. Indirect: Social media, and e-commerce.
3. Componential Analysis (comparing elements to find differences)
  - a. Halal Lifestyle Identity
    - I. Pre-certification: A narrative about zero-waste, and natural dyes.
    - II. Post-Certification: There is official proof through halal certificates that are in accordance with the Product Operational Standards (SOP) of halal certification that are able to increase consumer confidence.
  - b. Production Process Innovation
    - I. Year 2015: Ero-waste agriculture with chemicals, focus on social empowerment (farmer mothers),
    - II. Year 2017 to date: Using natural dyes with leaf and flower motifs), and halal certification.
  - c. Event Marketing Strategy
    - I. National events (ISEF): Business matching, exhibitions, obtaining Halal certification to expand the market network.
    - II. Media (daily): Instagram, WhatsApp Business
4. Cultural Theme Analysis (deep meaning in socio-cultural context)
  - a. Eco-print as a Local Innovation in Nganjuk
 

Starting from zero-waste farming in 2015 to natural dyes in 2017, Swarnabhumi has evolved by producing eco-friendly foliage and flower

motifs. In addition, the product is easily accepted by the public because it is educational and interesting.

b. The Role of Halal Certification

The existence of halal certification has proven that the production process has met halal standards. This changes the consumer's view from an ordinary claim to a trustworthy halal product.

c. Adaptation to Halal Lifestyle Trends

Swarnabhumi adjusts to market preferences through participating in business matching at the ISEF Bank Indonesia event. This Bank Indonesia event has brought together several MSMEs with potential trading partners from various countries, as well as supporting product exports in line with the national strategy to make Indonesia the center of the world's Islamic economy.

d. Business Resilience with a Combination of Three Key Values

Swarnabhumi is able to survive the competition by combining eco-friendly values (ecoprint), halal lifestyle concept and participating in a national event at Business Matching at the Indonesia Sharia Economic Festival (ISEF) event in 2025.

### **Ecoprint Ecoprint Product Innovation**

The development of ecoprints at Swarnabhumi Ecoprint Nganjuk MSMEs started from zero waste in 2015 which empowered farmers, then got to know natural dyes since 2017, which produced interesting motif patterns from leaves, as well as flowers that were widely accepted by the community. This finding is in line with the research's expectations that environmentally friendly innovations can strengthen competitiveness at national events such as ISEF, which is supported by the creative economy related to applying the 5F principle to add product value (Dhaka, et al., 2025). Swarnabhumi's journey from zero waste to the use of natural ingredients fully demonstrates a sustainable transformation that not only reduces environmental impact, but also creates a local Nganjuk identity that is able to survive in the national market.

### **Formation of Halal Lifestyle Identity**

Halal certification ensures that the entire production process of Swarnabhumi MSMEs has met halal standards, so that it is able to increase consumer trust in ISEF as concrete evidence, not just verbal claims from business actors. *“Because with this halal certificate, it means that in production we have followed the SOP for halal standardization. Alhamdulillah, we have received a halal certificate for batik, so God willing, it is very helpful for our branding or marketing, especially at ISEF. (Yayuk Sri Rahayu, 2026: 1)”*. The statement from the main informant supports the sharia marketing theory which emphasizes 3 main principles, namely halal, transparency, and trust (Harton, 2025).

Figure 2. Halal Certificate



As concrete proof that production has been in accordance with halal Product Operational Standards (SOP).

### Sharia Marketing Strategy

The sharia marketing strategy for Swarnabhumi MSMEs at ISEF is strengthened by providing halal labels on batik products, which can directly increase branding and marketing. The informant emphasized that this label provides valid proof, making it more effective than a mere verbal claim. This approach supports the theory of sharia communication through verified halal identity, and also supports participation in national events for market expansion (Moleong, 2022; Putri et al., 2023).

### CONCLUSION

Based on the ethnographic analysis in this study, Swarnabhumi MSMEs show that the interrelated cultural phenomenon in Nganjuk, where the sharia marketing strategy emerged from a combination of environmentally friendly ecoprint innovations with the concept of halal lifestyle at the Indonesia Sharia Economic Festival event in 2025 as a place to adjust to the community, which was able to produce an increase in turnover from 15 million to 20 million per month. and can expand the market network through events at ISEF. The main foundation lies in halal certification as proof that it has complied with the Product Operational Standards (SOP) of halal certification, leaf motifs, and flowers using natural dyes. Despite facing the weakness of halal lifestyle literacy in consumers, which is still low, and the internal training challenges of the ecofashion team. Overall, participating in the Indonesia Sharia Economic Festival 2025 event can strengthen the competitiveness of Batik Nganjuk MSMEs in the national sharia economic market. Critically, there are 3 points of findings in this study, namely:

1. The switch from zero waste farming to ecoprint of natural dyes strengthens product differentiation.
2. The existence of halal certification is the main foundation that is able to turn oral clichés into official evidence that increases consumer trust, and strengthens branding
3. Utilizing social media, participating in Business Matching, and exhibitions can reach a wider market, and are in line with halal lifestyle trends.

However, this study has limitations in a single case study in Nganjuk with only one main informant, so generalization of results needs to be done carefully. It is better for further research to involve more informants, and MSMEs from various regions to compare with the strategy of integrating environmentally friendly innovations, and halal lifestyle. In addition, for Swarnabhumi MSMEs, it is recommended to continue to educate consumers about ecoprint motifs and halal lifestyle, increase export cooperation after participating in the Indonesia Sharia Economic Festival event, and develop a variety of halal products to maintain consistency and increase sales, and also strengthen in the midst of market competition.

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