

Social Media As An Instrument To Encourage The Consumption Of Halal Products

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Abstract

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The development of social media has brought significant changes in communication patterns, marketing, and consumption behavior among Muslim communities, including in the selection of halal products. This study aims to analyze the role of social media as an instrument in shaping halal awareness, constructing a halal lifestyle, and influencing consumption behavior and purchasing interest in halal products in the digital era. The study used a literature review approach through the study and synthesis of various previous research results relevant to the themes of social media, halal lifestyle, and Muslim consumer consumption behavior. The analysis was conducted using content analysis techniques to identify patterns of relationships, similarities, and differences in findings between studies. The results of the study indicate that social media functions as an effective agent of halal socialization through the dissemination of halal certification information, educational content, and Islamic lifestyle narratives packaged visually and interactively. Social media exposure encourages the internalization of halal values, which are then integrated into consumer identity and preferences as part of a halal lifestyle. Furthermore, social media also influences consumption behavior and purchasing interest through the mechanisms of perception formation, trust, social influence from influencers and digital communities, and the construction of symbolic meanings for halal products. However, consumption of halal products in the digital era is driven not only by religious awareness but also by trends, social image, and the appeal of content, which have the potential to trigger consumer behavior. This research confirms that social media is a multidimensional instrument that connects religious values with digital market dynamics and plays a role in shaping the norms and practices of halal consumption in modern Muslim communities.

INTRODUCTION

The rapid development of digital technology has driven a major transformation in the communication, marketing and consumption behavior patterns of the Muslim community. Social media now not only functions as a means of social interaction, but also as a space for the production of meaning, perception formation and the main channel for product promotion, including halal products. The phenomenon of the rampant promotional content of halal food, halal cosmetics, Muslim clothing to sharia lifestyle products through TikTok, Instagram and e-commerce platforms shows that social media has become a strategic instrument in building consumption preferences based on religious values. Research shows that exposure to social media and information about halal certification has a significant effect on students' buying interest in halal food products, especially through video-based platforms that are communicative and

persuasive (Kasturi *et al.*, 2025). This condition indicates a shift in Muslim consumer decision-making patterns from a direct experience to a digital experience.

Socioculturally, social media functions as an effective halal socialization agent in building collective awareness about the importance of consumption according to sharia principles. Halal discourse is no longer limited to the realm of religious institutions but is present in the form of creative content, user reviews, influencer campaigns, and halal lifestyle trends that are widespread in the digital space (Khasanah, 2020). Millennials and Gen Z as dominant users of social media show a tendency to integrate religious values with their digital identities. The halal lifestyle is presented as part of modernity, aesthetics and self-image, thus influencing their consumption preferences (Aliyyah *et al.*, 2025). In fact, the younger generation is considered to play an active role in encouraging the growth of *halal e-commerce* through online shopping behaviors influenced by promotional content, endorsements, and digital community interaction (Setyo *et al.*, 2025; Ropikoh *et al.*, 2021).

From the perspective of consumer behavior, social media has been proven to influence perceptions, attitudes, and buying interest in various halal products, ranging from food, cosmetics to Muslim clothing (Syafrial and Firdaus, 2022; Thariq *et al.*, 2025). The visualization of Islamic lifestyles, the presence of influencers and brand images constructed through digital content strengthen the emotional and symbolic appeal of halal products (Rahmalia and Fikriyah, 2025). In addition, the integration of digital marketing and halal certification increases consumer confidence and expands access to the halal MSME market (Subandono *et al.*, 2025). However, other findings show that the consumption of halal products among students is also influenced by social trends and images, resulting in a tendency to consumptive behavior that is not fully driven by religious awareness (Susanti *et al.*, 2025). This shows the complexity of halal consumption motivation in the digital era.

Although various studies have discussed the influence of social media, halal lifestyle, halal certification and digital marketing on buying interest, most studies still place these variables partially and focus on one specific type of product or platform. Previous research tends to emphasize the aspect of promotion or buying interest alone, without comprehensively examining how social media functions as a social, cultural and economic instrument that shapes the construction of halal meaning and encourages consumption behavior. In addition, there is still limited research that examines the relationship between social media exposure, halal lifestyle internalization and consumptive behavior tendencies simultaneously within one analytical framework. Thus, there is a *research gap* in the integrative aspect that explains the mechanism of influence of social media not only as a promotional medium but as a digital ecosystem that shapes the norms, identities and preferences of halal consumption.

Based on this gap, the novelty of this research lies in the effort to position social media as a multidimensional instrument that not only affects buying interest, but also shapes halal awareness, halal lifestyle construction and consumption patterns of the Muslim generation in the digital era in an integrated manner. This research develops an approach that connects aspects of digital communication, religious values and consumption behavior in one conceptual model, thus providing a more holistic understanding of the dynamics of halal product consumption. In addition, this research contributes to enriching the study of digital sharia economics by highlighting the role of social media as a space for socializing halal values as well as a driving force for the modern halal market.

METHODS

This research method uses a literature review research type. This approach was chosen because the research aims to conceptually understand the role of social media as an instrument to drive the consumption of halal products through the study, analysis and synthesis of various relevant previous research results. Literature review allows researchers to obtain a comprehensive overview of the development of social media studies, halal lifestyle, halal awareness and

consumption behavior of Muslims in the digital era, as well as identify patterns of findings and research gaps that are still open.

The data used in this study is secondary data sourced from scientific journal articles that are related to the research topic. The literature studied focused on the themes of social media and halal digital marketing, the integration of halal lifestyle in consumption behavior and buying interest and consumption decisions of halal products. The selection of literature is carried out systematically through the process of identification, selection and classification of sources. At the identification stage, the researcher searched various relevant publications using keywords related to social media, halal products, consumption behavior, and the sharia digital economy. Furthermore, the literature was selected based on the suitability of the topic, the clarity of the research method, the credibility of the sources and the contribution of the findings to the discussion. Literature that has no direct relevance to the research focus is eliminated. The selected literature is then grouped into main themes to facilitate thematic analysis.

The data analysis technique in this study uses content analysis. The researcher examines the concepts, variables, approaches and research results from each source to find patterns of relationships, similarities and differences in findings. The analysis process is carried out through the stages of data reduction by selecting core ideas, presenting data in the form of thematic narratives and drawing conclusions based on the synthesis of various literature. To maintain the validity of the data, this study applied source triangulation by comparing various research results from different authors and contexts. Through this approach, the research is expected to be able to produce a comprehensive understanding of how social media plays a role in shaping halal awareness, halal lifestyle and halal product consumption behavior in the digital economy era (Cahyono et al., 2019).

RESULT AND DISCUSSION

The Role of Social Media as an Instrument in Shaping Halal Awareness and *Halal Lifestyle Construction* for Muslim Consumers in the Digital Era

The development of social media has brought fundamental changes in the way people obtain information, interact and shape consumption preferences. It is no longer just a social media communication platform that is now a strategic arena in the dissemination of values, education and identity formation, including in the context of halal product consumption. This role is relevant considering the increasing penetration of social media users among the young generation of Muslims who are actively looking for information, product reviews and lifestyle norms through digital channels.

Social media plays an important role as an agent of halal socialization that expands the reach of information about the halalness of products and how they are consumed. In a netnography study conducted by Khasanah (2020), social media not only conveys factual information about halal products, but also builds narratives that are relevant to users' daily experiences. Content produced by Muslim accounts, digital communities and influencers is able to provide a practical overview of the importance of choosing halal products in accordance with sharia principles, thus having an impact on increasing individual awareness to consider the halal aspect of their consumption.

Social media allows the dissemination of knowledge related to halal certification more easily and quickly. Kasturi *et al.*, (2025) show that exposure to informative content about halal certification through platforms such as TikTok contributes positively to the interest in buying halal products, especially among students. This indicates that when social media users gain a better understanding of the meaning and function of halal certification, they tend to be more aware of the importance of choosing products that are in accordance with Islamic law. In other words, social media serves as an educational medium that connects technical information with an easily accessible social context.

The role of social media is also reinforced through engaging visual and narrative content, including the use of short videos, infographics as well as user testimonials, all of which increase viewer engagement. Social media has the potential to modify Muslim consumers' perception of halal products by presenting messages that are not only informative, but also aesthetic and aspirational. For example, the narrative of the *halal lifestyle* packaged through attractive visuals makes this concept not only understood as a ritual obligation, but also as part of modern social identity and aesthetics. This is in line with the findings of Aliyyah *et al.* (2025) which states that digital developments have facilitated the integration of *halal lifestyle* into the consumption behavior of Generation Z Muslims. This generation tends to use social media as a source of lifestyle inspiration and a form of preferences, so that the religious values presented on digital platforms can contribute to the formation of consumer identities that integrate halal into the choices of products and services they consume.

In addition, social media provides a space for digital communities to share experiences and recommendations, strengthening social norms regarding halal consumption. Discussions, reviews and endorsements from fellow users or Muslim public figures can raise awareness and validate halal consumption choices. This phenomenon reflects that social media not only facilitates the dissemination of one-way information, but also encourages community interaction that reinforces new norms around the halal lifestyle. Oktaviany and Hasbalah (2023) even show that the social media revolution has had a significant impact on the overall halal industry in Indonesia, opening up opportunities for business actors to establish direct communication with Muslim consumers and build a brand image that is in line with Islamic values. Social media therefore acts as a mediator between producers and consumers, as well as a channel that shapes a collective perception of what is considered halal and suitable for consumption.

However, the role of social media in shaping halal awareness also presents challenges. For example, the tendency of consumptive behavior triggered by digital trends and campaigns is not always in harmony with a deep religious understanding (Susanti *et al.*, 2025). This suggests that the formation of a *halal lifestyle* through social media often coexists with other factors, such as modern lifestyles, social pressures and the aesthetic appeal of digital content. Therefore, the role of social media in shaping halal awareness is not just the transfer of information, but a complex process involving social, cultural and economic dynamics.

Thus, social media functions as a multidimensional instrument in shaping halal awareness and *halal lifestyle* construction for Muslim consumers in the digital era. Through interactive features, community networking, engaging visual content and the ability to quickly disseminate information, social media has influenced the way individuals understand, assess and choose halal products. This role is not only informative but also normative and social, because social media also shapes identities and consumption practices that reflect Islamic values in modern life. Thus, social media becomes a strategic space to internalize halal values while encouraging the adoption of an increasingly digital and religious consumer lifestyle.

The Influence of Social Media on Consumption Behavior and Interest in Buying Halal Products

Social media has become an important factor influencing the consumption behavior of Muslim people, especially in the context of choosing halal products. The characteristics of interactive, visual and social network-based social media allow for a quick and wide exchange of information, thereby shaping consumer perceptions, attitudes and purchasing decisions. Exposure to promotional content, user reviews and halal lifestyle campaigns through social media creates a digital environment that is conducive to the growth of interest in buying halal products.

A number of studies show that social media has a direct effect on buying interest in halal products. Kasturi *et al.*, (2025) found that the use of social media, especially TikTok, along with information about halal certification has a significant influence on the interest in buying halal food in students. Short video-based platforms are considered effective because they are able to combine

elements of entertainment, information and persuasion in one content. Similar findings were also conveyed by Wibasuri *et al.*, (2020) who stated that social media marketing and halal certification contribute to increasing interest in buying food products on online shopping applications. This shows that social media strengthens consumer confidence through a combination of promotional messages and halal legitimacy.

In terms of social media consumption behavior, it plays a role in shaping the preferences and purchasing patterns of Muslim consumers. Syafrial and Firdaus (2022) explained that exposure to social media affects consumer perception of halal cosmetic products, which in turn has an impact on buying interest. Visual content that displays product quality, testimonials and halal brand image increases consumer trust and interest. In the context of Muslim fashion Thariq *et al.* (2025) also shows that marketing through social media along with a halal lifestyle affects purchasing decisions. This confirms that social media not only drives interest, but also influences consumption actions in real terms.

Social media also works through psychological and social mechanisms. Content from influencers, brand ambassadors and Muslim public figures builds a positive and aspirational halal brand image. Rahmalia and Fikriyah (2025) emphasized that halal lifestyle mediates the influence of influencers and brand image on purchase intent, which means that social media does not only convey product information, but also forms the symbolic meaning inherent in the product. Similarly, Maharani and Sholahuddin (2025) show that the trend of halal lifestyle and halal certification, which is widely promoted through social media, increases buying interest in the modern culinary sector such as coffee chains.

The influence of social media on consumption behavior is also seen in the context of the younger generation. Ropikoh *et al.*, (2021) stated that generation Z shows a tendency to consume halal products influenced by the development of digital technology and social media. This generation is more responsive to digital promotions, online recommendations, and visual content than conventional promotions. Setyo *et al.* (2025) added that millennials and Gen Z have a big role in the growth of halal e-commerce, where purchasing decisions are largely triggered by social media exposure. Thus, social media forms a halal consumption ecosystem that is integrated with the digital habits of the younger generation.

The influence of social media is not always based on deep religious awareness. Susanti *et al.*, (2025) show that there is a tendency for Muslim students' consumptive behavior towards halal products, which is influenced by digital trends and exposure. This means that social media can drive consumption not only because of religious values, but also because of lifestyle boosts, social image, and content appeal. This condition shows that social media shapes halal consumption behavior through a combination of religious, social and emotional factors. In addition to consumers, social media also affects the strategy of business actors. Subandono *et al.* (2025) emphasizes that digital marketing optimization and halal certification increase the competitiveness of halal MSME products. Kamil and Ridlo (2024) also highlight the potential of digital marketing in expanding the halal industry market. So that the influence of social media on consumption behavior is inseparable from the communication strategy of producers who adapt halal messages to the characteristics of digital audiences.

Thus, social media influences consumption behavior and interest in buying halal products through various channels, namely information delivery, perception formation, strengthening trust through halal certification, social influence from communities and influencers, and constructing a visually and symbolically attractive halal lifestyle. Social media does not only serve as a promotional tool, but as a space that shapes Muslim consumer norms, preferences and consumption decisions in the digital age. So that the influence of social media on the consumption of halal products is multidimensional, including cognitive, affective and social aspects in the consumer decision-making process.

The Mechanism of Relationship Between Social Media Exposure, Internalization of Halal Values, and Muslim Consumer Consumption Behavior Tendencies in the Context of Halal Product Consumption

The relationship between social media and the consumption of halal products does not take place directly, but through complex psychological and social processes. Social media serves as a source of exposure to information, symbols and norms which are then internalized by Muslim consumers into values and lifestyle orientations. This internalization further affects the way individuals interpret halal products, which ultimately impacts consumption behavior, including the emergence of consumptive tendencies.

Social media exposure provides information about halal certification, product composition and Islamic lifestyle that is attractively packaged. Khasanah (2020) emphasized that social media plays a role as an agent of halal socialization that shapes consumer understanding and awareness through digital interaction. Repeated exposure to halal content reinforces the perception that halal consumption is part of the modern Muslim identity. This process is amplified by visual content, testimonials and other user experiences that are widespread on digital platforms. Furthermore, the exposure encourages the internalization of halal values, which is the process when external information is transformed into personal beliefs and principles. Aliyyah *et al.* (2025) shows that digital developments encourage the integration of halal lifestyle in the consumption behavior of Generation Z Muslims. The value of halal is no longer seen solely as a religious obligation, but as part of a lifestyle that represents social identity. Rahmalia and Fikriyah (2025) also emphasized that halal lifestyle mediates the influence of influencers and brand image on purchase intentions, which shows that halal values that have been internalized are the basis for consumption preferences.

However, the internalization of halal values in the context of social media often goes hand in hand with symbolic constructions and digital trends. Maharani and Sholahuddin (2025) explained that halal lifestyle trends popularized through social media can increase buying interest, especially when associated with modern imagery and prestige. At this stage, the consumption of halal products is not only religious, but also symbolic and social.

In terms of behavior, social media exposure and the internalization of halal values can encourage the tendency of consumptive behavior. Susanti *et al.*, (2025) show that Muslim students can show consumptive behavior towards halal products due to the influence of digital trends and exposure. Although the basis of consumption is halal value, the intensity of purchases can be triggered by emotional, lifestyle factors and social pressures that social media amplifies. Syafrial and Firdaus (2022) also emphasized that perceptions formed through social media affect buying interest, which then leads to consumption decisions. Thus, the mechanism of the relationship between social media exposure, internalization of halal values, and consumer consumptive behavior tendencies in the context of halal product consumption can be seen as follows::

Tahap Mekanisme	Peran Media Sosial	Dampak Psikologis / Sosial	Implikasi terhadap Konsumsi	Sumber
Paparan Digital	Penyebaran informasi halal, sertifikasi, konten visual, influencer	Peningkatan pengetahuan dan kesadaran halal	Konsumen mulai mempertimbangkan aspek kehalalan	Khasanah (2020); Kasturi <i>et al.</i> (2025)
Internalisasi Nilai	Integrasi halal lifestyle melalui narasi digital	Nilai halal menjadi bagian dari identitas dan preferensi	Produk halal dipilih sebagai representasi diri	Aliyyah <i>et al.</i> (2025); Rahmalia dan Fikriyah (2025)
Konstruksi Sosial	Tren, citra merek, simbol	Muncul makna simbolik dan aspiratif	Konsumsi halal dipengaruhi faktor	Maharani dan Sholahuddin (2025)

	modernitas Islami		sosial dan gaya hidup	
Perilaku Konsumtif	Paparan promosi berulang, endorsement	Dorongan emosional dan tekanan sosial	Frekuensi pembelian meningkat, cenderung konsumtif	Susanti <i>et al.</i> (2025); Syafrialdan Firdaus (2022)

The table above shows that the influence of social media on halal consumption takes place through a gradual process. The initial stage is in the form of information exposure to increase halal awareness. The next stage is internalization when halal values are integrated with individual identity. Furthermore, social construction on social media forms the symbolic meaning of halal lifestyle. In the final stage, the interaction between religious values and social influences can give rise to consumptive tendencies. In other words, social media not only triggers buying interest, but builds a system of meaning that makes halal consumption a religious practice as well as a modern lifestyle. Thus, this mechanism shows that the consumption of halal products in the digital era is the result of the interaction between religious values, digital culture and social dynamics. Social media serves as a link that transforms halal values from the realm of normative to the realm of everyday consumption practice, which in some cases also encourages more intense consumption behaviors.

CONCLUSION

Social media has a very strategic role as an instrument in encouraging the consumption of halal products in the digital era. Social media no longer functions simply as a means of communication, but has developed into a space for socializing values, shaping perceptions and constructing Muslim consumer identities. Through the dissemination of information about halal certification, educational content and Islamic lifestyle narratives that are packaged visually and interactively, social media contributes to increasing public halal awareness. This awareness then develops into part of the construction *of a halal lifestyle*, where religious values are integrated with modern lifestyles and consumer social identities.

The influence of social media has also been shown to be significant on consumption behavior and interest in buying halal products. Exposure to digital promotions, user testimonials, and the role of influencers and brand ambassadors form a positive perception of halal products and increase consumer trust. Social media works not only through information channels, but also through social and symbolic influences that make halal products seen as a representation of religious values as well as a modern image. This explains why millennials and Gen Z, as active users of social media, are the dominant group in the growth of the digital halal market.

The mechanism of the relationship between social media exposure, internalization of halal values and consumption behavior shows a gradual process. Exposure to digital content increases halal knowledge and awareness, which is then internalized into personal values and preferences. This value is strengthened by social constructions on social media that display the halal lifestyle as a symbol of modern Muslim identity. However, this process can also give rise to a tendency to consumptive behavior because the consumption of halal products is not only driven by religious awareness, but also by trends, social image and the appeal of digital content.

Thus, social media plays a multidimensional instrument that influences the consumption of halal products through cognitive, affective and social aspects at the same time. Social media connects religious values with digital market dynamics, shaping new norms in Muslim consumption behavior and accelerating the transformation of halal lifestyles in the context of modernity. This research confirms that understanding halal consumption in the digital age needs to see social media not only as a promotional tool, but as a social ecosystem that shapes the awareness, identity and consumption practices of the Muslim community.

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