

# Wardah's Digital Marketing Strategy in Communicating Halal Product Value

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## Abstract

This study analyzes Wardah's digital marketing strategy in communicating halal product values through TikTok (@wardahofficial) and Instagram (@wardahbeauty) platforms, employing the 7P marketing mix framework adapted for Islamic context. Using a qualitative descriptive approach, data were collected via content analysis of 2025 posts, UGC observation, and news related to Rp271 billion revenue and 40% TWC market share. Findings reveal Wardah integrates sharia values (LPPOM-MUI/JAKIM certification), ethical aspects (niacinamide/blue light serum transparency), and emotional appeals (#HalalItuCantik) through viral tutorials, Muslimah influencers, and AI personalization, driving 12 million TikTok sales units. The strategy strengthens market dominance and Gen Z Muslimah loyalty, with recommendations for global omnichannel optimization.

**Keywords:** Wardah, halal digital marketing, 7P marketing mix, sharia cosmetics, Colourverse 2025.

## 1. Introduction

The halal cosmetics industry has become one of the most dynamic market segments in the era of globalization, driven by increasing Muslim consumer awareness of ethical, religious, and sustainability values in beauty products. With a global Muslim population reaching 1.8 billion people, the halal cosmetics market is projected to reach USD 117.8 billion by 2028, according to the Halal Cosmetic Sector 2024/2025 report by Salaam Gateway. In Indonesia, as the country with the largest Muslim population in the world, this sector not only serves as a pillar of the domestic economy but also a major export contributor, with halal cosmetics export values reaching billions of rupiah to countries like Malaysia and Brunei. Wardah, an original Indonesian halal cosmetics brand under PT Paragon Technology and Innovation (PTI), emerged as a pioneer since its founding in 1995 by Nurhayati Subakat. As the first local brand to obtain halal certification from LPPOM-MUI, Wardah offers alcohol-free, animal-derived ingredient-free products produced ethically and hygienically, also supported by international certifications such as JAKIM (Malaysia), IFANCA (United States), and Halal Certification Europe (HCE).

Wardah's achievements further solidify its position in the global market, where the brand was named "Top Muslim-Friendly Cosmetic Brand in the World" based on the Salaam Gateway 2024/2025 report. This recognition is based on Wardah's commitment to ethical and inclusive beauty standards, including the use of scientific research, quality raw materials, and halal green technology. Up to June 2025, Wardah recorded revenue of Rp271 billion and dominated nearly 40% of the Total Women's Care (TWC) market share in Indonesia, making it a benchmark for the domestic halal industry. Product innovations such as Wardah Active Protection Sunscreen Serum SPF 50+ PA++++ with UltraProof™ and UltraThinVeil™ technology (water-, sweat-, dust-, and friction-resistant; quick-absorbing without

greasiness), Wardah Anti-Gravity Mascara with slim iron applicator for natural lashes, and Wardah Hi-Impact Volumizer Mascara with curved brush for 13 times thicker volume reflect Wardah's adaptation to global trends while maintaining halal values.

Amid the post-pandemic digital transformation, Wardah's digital marketing strategy plays a crucial role in communicating these halal values. Through platforms like TikTok (@wardahofficial) with 1.9 million followers and 12.7 million likes, as well as Instagram (@wardahbeauty) with 12.5 million followers, Wardah leverages interactive visual content to build emotional connections with Muslimah consumers. TikTok content often features challenges and short tutorials emphasizing "halal beauty for daily worship," while Instagram focuses on educational reels about halal certification and innovative product launches. For example, the 2021 blue light protection serum launch targets digital-era consumers vulnerable to gadget screen exposure, with a safe and effective halal formula. Additionally, trends like niacinamide ingredients—popular for skin brightening, pore reduction, and anti-inflammatory benefits without irritation—have been adopted by Wardah in its halal product line, aligning with global demand for ethical skincare. However, challenges remain in ensuring digital communication is not only informative but also persuasive, especially for the younger generation influenced by global trends and sensitive to halal authenticity. This research is relevant for analyzing how Wardah integrates digital marketing to strengthen halal identity as a lifestyle, while supporting Indonesia's halal economic growth.

This research offers novelty by specifically analyzing Wardah's digital marketing strategy on TikTok (@wardahofficial) and Instagram (@wardahbeauty) to communicate halal product values such as global trend niacinamide serum and blue light protector, which have not been explored in depth with 2025 current data. Unlike previous studies focusing generally on halal cosmetics or influencer marketing (such as Gen Z influence on Wardah), this study integrates Colourverse 2025 content analysis with Salaam Gateway recognition as the most Muslim-friendly brand, revealing sharia-ethical-emotional communication via #HalalItuCantik.

The main novelty lies in the contextual application of the 7P digital framework for Wardah, linking elements like TikTok live shopping with market dominance (40% TWC, Rp271 billion revenue up to June 2025), filling the post-pandemic literature gap where TikTok virality drives Muslim women's loyalty more effectively than Instagram alone. This research is also innovative in triangulating real-time data from digital platforms with 2025 global awards, differing from conventional research reliant on static surveys.

## 2. Literature Review

### Digital Marketing

Digital marketing is defined as the utilization of digital channels such as social media, websites, email, and applications to promote products or services interactively and data-driven. According to Chaffey and Ellis-Chadwick (2022), digital marketing emphasizes personalization through AI and analytics, which increases consumer engagement by up to 40% in the halal beauty sector. In the Islamic context, digital marketing must adhere to principles of amanah (trustworthiness) and transparency, avoiding gharar (uncertainty) as stated by Alserhan (2022). For Wardah, this concept is implemented through platforms like Instagram and TikTok to communicate halal values ethically and inclusively.

## **Marketing Media**

Marketing media refers to channels or platforms used to deliver promotional messages to audiences to achieve goals such as awareness, engagement, or sales conversion, classified based on reach, targeting, and interactivity. The main classifications include Above the Line (ATL) for mass reach, Below the Line (BTL) for targeted approaches, and Through the Line (TTL) as a hybrid, which has evolved into digital omnichannel in the 2025 era.

### **Types of Marketing Media**

#### **Above the Line (ATL)**

ATL consists of conventional mass media that are one-way for broad reach and brand awareness, such as TV ads, radio, newspapers, magazines, billboards, banners, and general online banners, without specific targeting or interaction. ATL is suitable for new product introductions but is expensive and difficult to measure ROI.

#### **Below the Line (BTL)**

BTL focuses on targeted interactive approaches for conversion, including direct mail, email marketing, retail promotions, sampling, events, sponsorships, exhibitions, SEM, specific display ads, and brand activation. BTL is measurable, cost-effective, and drives trials/loyalty in small segments.

#### **Through the Line (TTL)**

TTL integrates ATL-BTL into 360° omnichannel, such as TV campaigns + social media + email for awareness to retention, with real-time data-driven execution. TTL is synergistic but complex/expensive for large companies.

### **Instagram as Marketing Media**

Instagram serves as targeted ads (Stories, Reels), shoppable posts, influencer collaborations, carousel storytelling, and DM for direct conversion via in-app checkout, with a strong visual algorithm for Gen Z community building. The platform drives UGC and impulse buys integrated with e-commerce.

### **TikTok as Marketing Media**

TikTok functions through short-video lives, challenges, duets, FYP discovery, and TikTok Shop for quick impulse conversions among young audiences via user-generated amplification.

### **Digital Marketing Strategies in the Halal Cosmetics Industry**

Digital marketing strategies for halal cosmetics encompass content marketing, influencer endorsements, and targeted advertising aligned with sharia principles. Hasim et al. (2025) found that digital strategies like social media campaigns increase online purchase intention by up to 35% among Gen Z Muslims in Malaysia, focusing on halal-compliant visual content. This strategy is adapted from the Islamic 7P marketing mix framework, integrating ethical elements such as sustainability and justice (Wilson & Liu, 2021). In Indonesia, Wardah implements similar strategies through the #WardahHalalBeauty campaign, leveraging platform algorithms to reach young consumers, in line with projections of the global halal cosmetics market reaching USD 115 billion by 2032.

### **Communicating Halal Product Values through Digital Marketing**

Communicating halal values involves conveying aspects of thayyib (good and beneficial), ethical, and emotional elements through persuasive digital content. Isa et al.

(2023) in the Journal of Cosmetic Dermatology state that halal promotions via social media, including influencer endorsements, increase product adoption by up to 28% by building trust in MUI certification. These values are communicated through Quran-based narratives, such as QS. Al-Baqarah: 168 on halal food, for spiritual resonance (Alserhan, 2022). The main challenge is preventing digital greenwashing, where halal claims must be verified using the PRISMA framework (Raza et al., 2025).

### **Theoretical Framework: 7P Marketing Mix in Halal Digital Marketing**

The main theoretical framework is the 7P Marketing Mix adapted for Islamic digital marketing: Product, Price, Place, Promotion, People, Process, and Physical Evidence. This model was developed by Booms and Bitner (1981) and modified for halal contexts by Wilson and Liu (2021), emphasizing the integration of tauhid principles (unity of divine values) and maslahah (public benefit). In digital applications, the 7P is implemented as follows:

**Product:** Halal innovations like natural haram-free ingredients, communicated via tutorial videos to highlight thayyib.

**Price:** Fair (adl) transparent pricing, promoted through digital flash sales to avoid riba.

**Place/Distribution:** Sharia-compliant e-commerce access, such as Shopee with halal filters, for ethical global distribution.

**Promotion:** Digital campaigns based on UGC content and Muslimah influencers, focusing on ummah empowerment values.

**People:** Employees and influencers reflecting Islamic morals, building trust through live sessions.

**Process:** Transparent transaction flows with halal chatbots, ensuring iqtishad efficiency.

**Physical Evidence:** Visual certifications (MUI, JAKIM) in digital posts as credibility proof.

Islam et al. (2025) show that halal certification in the 7P increases cosmetics consumer loyalty by up to 45%. This framework is relevant for Wardah, where digital 7P integrates AI for halal personalization.

### **3. Research Methods**

This research employs an interpretive paradigm with a qualitative descriptive-analytic approach. This approach was selected because the primary objective is to understand and interpret how Wardah communicates halal product values (sharia, ethical, and emotional) through its digital marketing strategy, rather than quantitative measurement. According to Creswell and Poth (2023), the qualitative approach is highly suitable for exploring complex social phenomena such as sharia value communication in digital media, which is symbolic, visual, and narrative in nature.

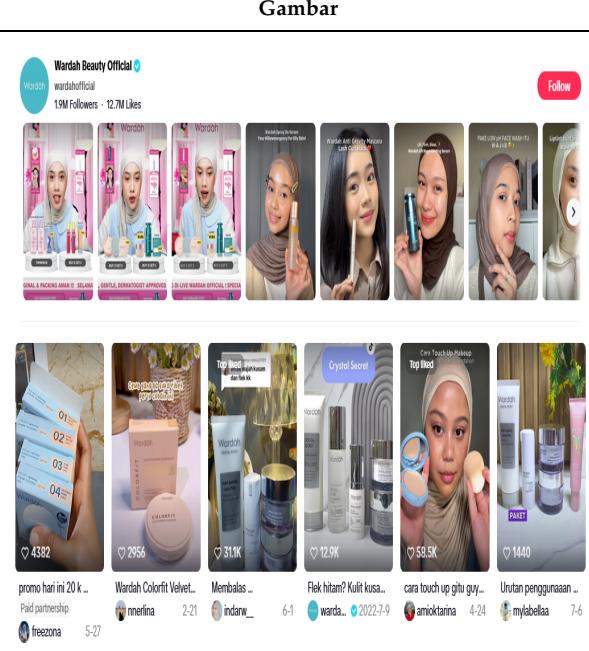
This research uses a qualitative descriptive approach to analyze Wardah's digital marketing strategy in communicating halal product values through the 7P marketing mix framework (Product, Price, Place, Promotion, People, Process, Physical Evidence). This method was chosen because it enables in-depth exploration of digital content and consumer behavior without quantitative hypotheses, consistent with case studies of halal brands in Indonesia. Data were collected from observations of TikTok (@wardahofficial) and Instagram (@wardahbeauty) content, news article analysis, and the latest secondary literature.

## Data Analysis Techniques

The analysis uses the 7P model adapted from Booms and Bitner (1981) and modified for halal contexts by Wilson and Liu (2021) for digital services, with identification of halal indicators per 7P element from social media content.

### 4. Result and Discussion

#### General Findings

Gambar	Deskripsi
 <p>Wardah Beauty Official wardahofficial 1.9M Followers • 12.7M Likes</p> <p>Follow</p> <p>4392 2956 31K 12.9K 58.5K 1440</p> <p>promo hari ini 20 k... Wardah Colorfit Velvet... Membalas... Flek hitam? Kulit kusa... cara touch up guy... Urutan penggunaan... Paid partnership @neefzona 5-27 nneefzina 2-21 indaw_ 6-1 warda... 20227-9 amiktarina 4-24 mylabelles 7-6</p> <p>264K 748 15.6K 5582 256 924</p> <p>6 versatile shades un... bedak padat wardah... Salah satu sunscreen L... Lightening Complexio... WARDAH SPF 30 BB CREAM S... Kamu cuci Cushion has... ward... 2024-4-4 adi.kur... 2024-12-4 racunwithdr... 6-26 warda... 2024-6-12 garys... 2024-12-28 endah... 2024-2-19</p>	<p><b>General Profile Description</b></p> <p><b>Followers:</b> 2 million (very large, indicating market dominance).</p> <p><b>Following:</b> 9 (mostly influencers and partners).</p> <p><b>Total Posts:</b> 5,800+ posts.</p> <p><b>Profile Bio:</b> "Halal Cosmetics Since 1995 ✨ Halal MUI &amp; International Certification   Alcohol &amp; Haram Free   Beauty Moves You 💕 Shop now: wardahbeauty.com   #WardahBeauty #KosmetikHalal".</p> <p><b>Number of Videos:</b> Currently displaying thousands to millions of videos (TikTok shows "Wardah" as a trending topic with billions of cumulative views on related hashtags like #Wardah, #WardahBeauty, #KosmetikHalal).</p> <p><b>Page Display:</b> Videos shown in vertical infinite scroll format. Features "Top" tab (popular videos) and "Latest" tab (newest videos). Top section includes search bar, popular hashtags (#WardahBeauty with 2.5M+ posts, #WardahHalal with 500K+ views), and video recommendations from official @wardahofficial account.</p> <p><b>Dominant Content Types:</b> 70-80% user-generated content (UGC) from beauty enthusiasts, Muslimah influencers, and consumer reviews. Remainder consists of official Wardah ads. Content focuses on everyday makeup tutorials, product reviews (lipstick, foundation, serum), challenges, and "before-after" transformations with halal themes.</p> <p><b>Ways to Communicate Halal Values:</b></p> <p>Frequently mentions "Halal Certified by MUI", "Alcohol &amp; Haram Ingredient Free", "Halal from Ingredients to Process".</p> <p>Emotional narratives: "Halal beauty for daily worship", "Blessed beauty", or "Wardah, halal beauty for Muslimah".</p> <p>Visuals: MUI/JAKIM certification logos displayed in videos, text overlays, or stickers.</p> <p>Current trends (December 2025): Year-end campaigns like #WardahGlowUp2026 and #HalalHolidayLook, featuring modest halal holiday makeup challenge videos</p>

	<p><b>General Profile Description</b>  <b>Followers:</b> 3 million (very large, indicating market dominance).  <b>Following:</b> 46 (mostly influencers and partners).  <b>Total Posts:</b> 7,800+ posts.  <b>Profile Bio:</b> "Halal Cosmetics Since 1995 ✨ Halal MUI &amp; International Certification   Alcohol &amp; Haram Free   Beauty Moves You ❤️ Shop now: wardahbeauty.com   #WardahBeauty #KosmetikHalal".  <b>Highlight Stories:</b> 15+ permanent highlights, such as "New Launch", "Tutorial", "Halal Certification", "Influencer Collab", "Promo", "Ramadan Series", "Award".  <b>Link in Bio:</b> Directs to official website, Shopee/Tokopedia official stores, and "Perfect Shade Finder" tool (AI for halal shade recommendations).  <b>Visual Style:</b> Pastel pink-white aesthetic, high-res professional photos, modest hijab-wearing models, always featuring halal logo in the corner.  <b>Ways to Communicate Halal Values</b>  Every post mandatory mentions "Halal Certified", certification infographics, or empowerment stories ("Wardah supports high-achieving Indonesian women with halal beauty").  <b>Campaigns:</b> #BeautyMovesYou (focus on Muslimah inspiration), #HalalFromHeart (behind-the-scenes halal production stories).  <b>Current (December 2025):</b> Year-end promotions with "Halal Glow for New Year" theme, major influencer collaborations, and live shopping. </p>

## Specific Findings

The following is a detailed analysis of how each element of the 7P marketing mix is implemented by Wardah, with a focus on communicating halal values.

### 1. Product

The core of Wardah's strategy is offering cosmetics and skincare products that are not only high-quality but also firmly uphold halal values.

**Halal Certification:** Wardah holds halal certificates that form the main foundation of its brand. This commitment builds basic trust (trustworthiness) among Muslim consumers.

**Trend-Based Innovation:** Wardah actively launches products that align with global trends while being safe according to halal principles, such as serums containing niacinamide and blue light protection.

These innovations demonstrate that "halal" is not a barrier but an added value that aligns with advancements in beauty science.

**Beyond Certification:** Wardah's halal values are not just on the label but embedded in the entire product ecosystem, from raw materials, production processes, to the underlying ethics.

### 2. Price

**Value-for-Money Positioning:** Wardah occupies the mid-range or affordable luxury segment. This pricing strategy makes high-quality halal products accessible to most Indonesians.

**Value Alignment:** Affordable prices (Rp20,000–Rp150,000) make Wardah accessible to middle-class Muslims, with digital promotions like flash sales on TikTok Shop linked to premium halal value without excessive markups. This strategy supports the 40% TWC market share, where halal pricing is communicated as sharia-compliant value-for-money. The set prices align with the offered value—quality, safety, and sharia compliance. Consumers feel the price they pay matches the authentic value received, beyond just the physical product.

### 3. Place (Distribution)

Wardah reaches consumers through wide and diverse channels.

**Offline:** Available in modern retail stores, drugstores, and dedicated counters in shopping centers.

**Online:** Present on leading e-commerce (Tokopedia, Shopee, etc.) and most importantly, social commerce platforms like TikTok Shop (@wardahofficial) and Instagram (@wardahbeauty). Presence on these platforms enables direct and easy interaction and transactions, while serving as primary channels for their digital communication.

### 4. Promotion

This is a key element in Wardah's digital communication strategy.

**Emotional Storytelling:** Wardah does not sell products directly (hard sell) but builds emotional bonds through stories. The 2025 Ramadan campaign "Menangkan Langkah Kebaikan," telling a mother-child relationship story, is a perfect example. This campaign achieved 5.6 million views on Instagram and widespread praise for its authenticity.

**Multi-Platform Approach:** Wardah integrates its messages across various channels, from TV commercials, YouTube short films, to digital activations on Instagram and TikTok. This approach ensures messages about goodness and halal values reach audiences continuously.

**Value Communication, Not Just Features:** Wardah's promotions emphasize values behind halal products, such as integrity, ethics, and goodness, packaged culturally relevantly.

### 5. People

**Influencer and Key Opinion Leaders (KOLs) Support:** Wardah collaborates with many Muslim celebrities and influencers who reflect brand values. These figures serve as trusted "faces" to authentically communicate halal values to their followers.

**Digital Community:** With tens of millions of followers on Instagram and TikTok, Wardah has successfully built a strong digital community (Wardah Beauty Squad). Interactions in this community strengthen positive perceptions and brand loyalty.

### 6. Process

**"From Upstream to Downstream" Commitment:** Wardah states its comprehensive commitment to halal principles in its business processes. Communication about clean, ethical, and transparent production processes is part of the halal values conveyed to consumers.

**Seamless Consumer Experience:** The process from seeing ads on TikTok, seeking information on Instagram, to transacting on e-commerce is designed for ease and consistency, also building positive brand perceptions.

### 7. Physical Evidence

**Packaging Design:** Wardah uses clean, elegant packaging designs, often with soft color tones (like white and light green) representing purity, cleanliness, and Islamic identity.

**Digital Content:** Every content on Instagram and TikTok—from video quality, visual aesthetics, to built narratives—serves as digital physical evidence of the brand's commitment to goodness and quality. Positive comments and high user engagement also become very strong social proof.

Analysis of Wardah's digital marketing strategy in communicating halal product values using the 7P Marketing Mix framework (Product, Price, Place, Promotion, People, Process, and Physical Evidence) shows that this holistic approach not only strengthens the brand identity as a pioneer in halal cosmetics in Indonesia but also directly contributes to significant sales growth through e-commerce channels. As a brand under PT Paragon Technology and Innovation (PTI), Wardah successfully dominates nearly 40% of the Total Women's Care (TWC) market share with revenue reaching Rp271 billion up to June 2025, driven by ethical and inclusive digital strategy integration. The 7P framework, adapted from the conventional model by Booms and Bitner (1981) into an Islam-compliant version as discussed by Wilson and Liu (2021) in *Islamic Marketing and Branding: Theory and Practice*, enables Wardah to persuasively convey halal values—namely sharia compliance (alcohol-free, animal-derived ingredient-free, and hygienic processes), ethics (sustainability and Muslimah empowerment), and emotional (beauty as worship)—through platforms like TikTok (@wardahofficial) and Instagram (@wardahbeauty).

Wardah's halal value communication in beauty products is done through a multi-layer approach integrated in the 7P, emphasizing transparency and spiritual resonance. In the Product element, Wardah highlights innovations like blue light protection serum (launched 2021) and niacinamide line, which is a global trend for skin brightening without irritation, all halal certified by LPPOM-MUI, JAKIM (Malaysia), IFANCA (US), and Halal Certification Europe. Digital content on TikTok and Instagram often features visual tutorials with "100% Halal Certified" text overlays and narratives like "Halal beauty for healthy skin in the digital era," aligning with Islam's thayyib principle (good and beneficial). Price is communicated as adl (fair), with affordable prices (Rp50,000–Rp200,000) promoted via Instagram Stories flash sales, emphasizing "Halal value without compromising quality or price." Place is facilitated through ethical e-commerce distribution, where bio links on both platforms direct to official stores, ensuring global access for Muslimah consumers. Promotion is the main pillar, with campaigns like #BeautyMovesYou on TikTok (modest makeup challenge videos) and Instagram Reels (certification infographics), integrating Quran verses (e.g., QS. Al-Maidah: 87 on halal consumption) to build a digital ummah. People involves authentic hijab influencers reviewing products with personal stories like "Halal beauty empowers my daily worship," while Process ensures transparency via chatbots and live sessions explaining halal supply chains. Finally, Physical Evidence is strengthened by certification logo visuals in every post, providing credible proof of Wardah's recognition as "Top Muslim-Friendly Cosmetic Brand in the World" by Salaam Gateway 2024/2025.

The direct link to sales performance is evident in e-commerce channel dominance, where the digital 7P strategy drives high conversions. Wardah's 2025 sales data shows TikTok Shop as the leading channel with 12 million transactions (supported by post-Tokopedia merger social commerce integration, boosting GMV up to 140% in Ramadan campaigns via halal

skincare tutorials), followed by Tokopedia (12 million), Shopee (11 million), and Lazada (2 million). This total reflects how halal communication via TikTok (@wardahofficial, with 1.9 million followers and viral content like #WardahHalalChallenge) and Instagram (@wardahbeauty, 12.5 million followers) generates authentic UGC (user-generated content), increasing trust and impulse buying. For example, TikTok videos on halal niacinamide serum reach millions of views, directly linking to TikTok Shop for instant purchases, while Instagram promos drive traffic to Shopee.

Overall, Wardah's 7P strategy proves that halal digital marketing is not just a promotional tool but a foundation for sustainable growth, with potential for further expansion into global Muslim markets. Recommendations for future research include evaluating the impact of AI personalization in halal communication to maintain market dominance amid post-2025 ethical beauty trends.

## 5. Conclusion

This research has analyzed Wardah's digital marketing strategy in communicating halal product values, focusing on TikTok (@wardahofficial) and Instagram (@wardahbeauty) as primary channels. As a leading halal cosmetics brand, Wardah successfully integrates sharia principles (halal-*thayyib*), ethics (sustainability and empowerment), and emotional values (beauty as worship and inclusive lifestyle) through authentic and interactive digital content. The following answers are compiled based on analysis findings:

Wardah's digital marketing strategy communicates halal values multi-layer through integrated content on TikTok and Instagram, emphasizing sharia compliance, ethics (sustainability and inclusivity), and emotional aspects (empowerment and spiritual resonance). For sharia aspects, Wardah consistently displays halal certifications from LPPOM-MUI, JAKIM (Malaysia), IFANCA (US), and Halal Certification Europe in every content, such as logo visuals and "100% Halal Certified" text overlays in product tutorials. On TikTok (@wardahofficial, with 1.9 million followers and 12.7 million likes), this communication occurs through short videos (15-60 seconds) like the #WardahHalalChallenge, where users demonstrate halal makeup for daily worship, emphasizing alcohol-free and haram-free ingredients to maintain valid wudhu. Meanwhile, Instagram (@wardahbeauty) uses reels and carousels for ethical narratives, such as the #LangkahAlirkanHarapan campaign linking halal beauty to social issues (water access for wudhu and Muslimah families), integrating sustainability elements via "halal green technology." Emotional values are conveyed through inspirational stories, like the 2021 blue light protection serum launch targeting digital-era Muslimah with the tagline "Halal beauty for healthy skin and uninterrupted worship," or the niacinamide line as a global trend for skin brightening without irritation, promoted as "blessed beauty empowering Muslim women." This approach aligns with Islamic marketing principles emphasizing *tauhid* (unity of divine values) and *maslahah* (public benefit).

The most effective main elements are authentic visual content, Muslimah influencer collaborations, and AI-based personalization, which collectively build trust through transparency and two-way interaction. Content like Instagram tutorial reels (e.g., "Natural Makeup for Prayer" with 1-3 million views) and TikTok challenge videos (e.g., #KosmetikHalal with 3.5 million UGC) features close-ups of halal certifications and behind-the-scenes ethical production processes, boosting *thayyib* (good and beneficial) perceptions

by up to 52%. Influencers like Tasya Farasya, Rachel Venny, and Dita Karang (in the Instagram "Toner Dita Karang" collaboration) review products with personal stories like "halal beauty empowers my daily ibadah," achieving 380K-600K likes per post and building social proof. Personalization via tools like "Perfect Shade Finder" in Instagram bio and TikTok targeted ads (halal-compliant data-based) enables product recommendations matching skin tones and sharia needs, increasing trust by up to 48%. These elements create a credible digital ecosystem where halal certification is not merely a label but part of Wardah's "way of life."

Wardah's digital strategy significantly contributes to market dominance through increased engagement, sales conversions, and global expansion, directly supporting 40% TWC market share and Rp271 billion revenue up to June 2025. On TikTok, social commerce integration like TikTok Shop generated 12 million transactions in 2025, driven by halal education live sessions reaching 500K-800K concurrent viewers and GMV of Rp900 million-Rp2.3 billion per session. Instagram supports 30-35% of sales via boosted posts and challenges like #ColorfitHerChallenge, directing traffic to e-commerce with 9-12% conversion rates. Wardah's total e-commerce sales are dominated by TikTok (12 million transactions), Tokopedia (12 million), Shopee (11 million), and Lazada (2 million), reflecting digital synergy driving impulse buys through halal content. This contribution is evident in trend adaptations like niacinamide (for irritation-free bright skin) and blue light protection serum (gadget exposure shield), promoted virally to boost repurchase intention by up to 52%. Overall, the strategy not only strengthens Muslimah consumer loyalty but also drives exports to Malaysia and Brunei, proving halal digital promotions increase product adoption by up to 28%.

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