Creation of Islamic Branding Strategy in Digital Marketing:
A Study on "Umair" The Product Line of Trisna Group's Subsidiaries

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Abstract

Islamic branding, as a concept that integrates Islamic principles into brand marketing strategies, is not only an essential focus for companies that uphold religious values as their core identity but also serves as a marketing tool, particularly in digital marketing, targeting the Muslim market in Indonesia. This research aims to explore the implementation of Islamic branding in the digital marketing of product from Trisna Group Kediri's subsidiaries and to analyze the challenges and their solutions. The study employs a qualitative case study approach and triangulates data sources through observation, interviews, and documentation. The data collected will be reduced by summarizing, selecting key points, and focusing on significant aspects. The findings are then presented for better understanding and conclusions. The results indicate that product from Trisna Group Kediri's subsidiaries "Umair" perfume has adopted Islamic branding in their digital marketing strategies, such as creating an Islamic-themed logo for Umair, the halal labeling process for Umair perfume, presenting Islamic content in Umair's digital marketing, endorsing Islamic influencers as Key Opinion Leaders (KOL) for digital promotion, and actively participating in various Muslim or halal fairs in IndonesiaOverall, the application of Islamic branding in digital marketing effectively optimizes the company's efforts to attract the Muslim community market in Indonesia, and even other countries.

***Keywords**: Digital Marketing, Islamic Branding*

A. INTRODUCTION

The global Muslim population has reached nearly 2 billion, contributing about 25% of the world's total religious adherents (Kristina, 2024) Indonesia ranks second, having recently been surpassed by Pakistan in 2024 as the country with the largest Muslim population, yet it still boasts over 230 million Muslims, which is about 87% of the total population (Hairani, 2024). This substantial number presents a significant opportunity for businesses to focus their strategies on the largest market in Indonesia, namely the Muslim community.

As the country with the highest Muslim population, Indonesia has become a highly potential market for various industries, including Sharia-compliant products and services. The growing Muslim middle class, with increasing purchasing power and a heightened awareness of Islamic values, makes the Muslim community in Indonesia an attractive market segment for companies (Husna, 2018; Sukarwo, 2016). This has led more brands to direct their marketing strategies to meet the needs and preferences of Muslim consumers, whether through halal products, Sharia financial services, or marketing approaches aligned with Islamic values. This shift is driven by the increasing demand from the Muslim community, both in terms of quantity and prosperity (Floren et al., 2020).

Marketers see the rising prominence of Muslims as a crucial business opportunity, especially for companies that have embraced Islamic principles in their operations. The emergence of value-based marketing rooted in Islamic principles is not surprising, considering that the majority of Muslim consumers adopt the religious concept that "*Islam is a way of life*". Therefore, selecting products or services that uphold Islamic values holds significant appeal for its followers (Temporal, 2011). Maximizing marketing strategies by integrating Islamic concepts and perspectives can enhance attention and satisfaction among Muslim consumers (Abbas et al., 2020). One marketing strategy that is increasingly being applied in the target market of Muslims is Islamic branding.

Islamic branding is a branding strategy that employs Islamic principles or Sharia approaches (Noor, 2010). It represents a branding strategy capable of reflecting Muslim values. Islam holds a unique position compared to other religions, as its influence encompasses all aspects of its followers' daily lives. For Muslims, Islam is more than just a religion; it serves as a way of life, a code of conduct, and a framework for understanding their existence (Bukhari & Isa, 2020). This core belief prompts Muslims to prioritize the values they uphold in any products or services they purchase.

Many companies, especially Islamic-based firms in Indonesia, are maximizing their strategies to win over consumers in the digital age. The digital era has created psychological shifts that lead people to transition from traditional transactions to digital ones, offering ease in brand dissemination, enhancing public awareness, and facilitating transactions (Dewani et al., 2024). Therefore, implementing digital marketing is crucial, given the significant changes in the relationship between companies and consumers in this era (Chaffey & Ellis-Chadwick, 2019).

The effectiveness of digital marketing in enhancing marketing strategies, particularly in collaboration with Islamic branding, has been supported by previous research, indicating that Islamic branding and digital marketing are closely interconnected and can serve as a strategy to attract consumer purchasing interest, especially among Muslim consumers, considering the size of the Muslim market (Mukhsin & Atiah, 2023). Other studies have also shown that the collaboration between digital marketing and Islamic branding can enhance consumer purchasing interest (Fitrialina & Mauliza, 2024). Additionally, other research found that integrating Islamic values into marketing strategies, particularly digital ones, allows companies to achieve long-term sustainability while upholding moral and ethical principles (Rahman et al., 2024).

Digital marketing plays a crucial role in disseminating Islamic brands through various media such as social media, videos, content marketing, digital advertising, and more. This has also been a consideration for holding companies like Trisna Group, one of the largest holding companies in Kediri, East Java. The company oversees many businesses, ranging from hospitality and gas stations to agriculture, and its latest product line, the perfume brand "Umair." Umair has been intentionally branded with Islamic values, which are a hallmark of its parent company. Among its many subsidiaries, Trisna Group has chosen Umair to freely employ marketing strategies targeting the Muslim community with its perfume products.

Perfume holds significant importance in the Muslim community, as it serves not only as a beauty product but also carries symbolic and emotional value within Muslim culture. The recommendation for

Muslim men to wear perfume places it in a special category, highlighting its necessity for Muslims (Thalal, 2020). In this context, creating a brand that aligns with Islamic principles, such as Middle Eastern and Islamic aesthetics in fragrance, the use of Muslim influencers, or Islamic business concepts, can help shape consumer perceptions of the brand. This study aims to explore how appropriate digital marketing strategies using Islamic branding can reflect Islamic values, positioning Umair perfume as a primary choice in this segment.

The marketing strategy decision for Umair to adopt an Islamic branding approach is based on several challenges. One significant issue is the difficulty in entering the perfume consumer market using conventional approaches, especially since many competitors have already established themselves with popular Western fragrances that appeal to Indonesian consumers. Umair is also targeting the middle-market segment, where it faces stiff competition from numerous competitors offering very low prices, which are also attracting middle-class consumers today. Therefore, it is essential for Umair to differentiate itself from competitors through branding strategies. The unique selling point focused on is the use of Islamic branding in marketing, particularly digital marketing.

The novelty of this research lies in the in-depth exploration of Islamic branding strategies in the perfume industry, where most branding in this sector tends to lean towards Western or modern aesthetics (Siregar et al., 2023; Subiya & Wijaya, 2024; Surip & SN, 2020). Additionally, this study aims to provide insights into Islamic branding within the realm of digital marketing. It will detail the application of Islamic branding strategies by Umair, highlighting the challenges faced and offering recommendations that Trisna Group can implement for its subsidiary, Umair. Thus, aside from providing theoretical benefits, this research aims to contribute practical insights that can support the company's future marketing strategies.

B. LITERATURE REVIEW
Islamic Branding

Islamic branding has various definitions, but most opinions suggest that it is a branding strategy for products and services that emphasizes adherence to Islamic values or Shariah. According to Jumani & Siddiqui (2012), brands must meet every essential aspect for Muslim consumers, as they tend to consume products or services that align with Islamic rules and values. Noor (2010) posits that Islamic branding is a branding strategy that utilizes Islamic or Shariah principles. Mohd Yusof & Wan Jusoh (2014) define Islamic branding as a branding strategy that adheres to Islamic values, indicating that compliance with Shariah extends beyond the halal status of raw materials to include aspects such as production, marketing strategies, work ethics, employees, and business plans.

According to Alserhan (2010), Islamic branding can be defined as brands that use the "Islamic" label in three approaches: First, Islamic brands by compliance, which focus on adhering to Shariah principles, particularly in finance, food, and halal logistics, aimed at attracting Muslim consumers while also beginning to appeal to non-Muslims; second, Islamic brands by origin, which originate from majority-Muslim countries but may not always adhere to Shariah, such as Emirates Airlines and Etisalat; and third, Islamic brands by customer, which are brands from non-Islamic countries designed specifically to target Muslim consumers, like Nestlé and McDonald's, that invest heavily in halal products and dominate the Islamic food, cosmetics, and health markets.

Digital Marketing

Digital marketing is currently considered the most powerful and influential form of marketing in the modern era (Ryan, 2016). Its impact on how businesses and organizations communicate with their audiences has significantly changed marketing strategies (Chaffey & Ellis-Chadwick, 2019). The term has evolved from its initial definition, which focused on marketing products and services through digital channels, to a broader concept that includes the use of digital technology to achieve various business objectives (Kannan, 2017).

Digital marketing involves utilizing various online platforms, such as search engines, social media, content creation, and digital advertising, to increase consumer awareness of products or services (Morzhyna et al., 2019). This strategy aims not only to attract customers but also to build consumer preferences, maintain customer loyalty, and promote brands sustainably.

Numerous studies have shown that digital marketing is a cost-effective method that provides substantial commercial impact for business growth (Bala & Verma, 2018). With more efficient costs, digital

marketing enables businesses of various scales to reach consumers more widely and measurably. This advantage has made it a primary strategy for many organizations in designing communications with their customers.

In conclusion, digital marketing has transformed into a new primary strategy in the business world, where digital technology is utilized to support achieving various business objectives. The use of diverse online channels, from search engines to social media, plays a crucial role in enhancing consumer awareness, building loyalty, and increasing sales. With its significant influence on costs and commercial impact, digital marketing has become an essential element for business success in the digital era.

C. RESEARCH METHODS

This research employs a descriptive qualitative case study method. The data collection technique used in this study involves triangulation of data sources by combining observations, interviews, and documentation. The aim of this research is to provide an empirical overview of the implementation of Islamic branding strategies in digital marketing undertaken by the product line of Trisna Group's subsidiary, Umair.

The informants in this study consist of the owner representative of Trisna Group, the head of PT Evo (the subsidiary where Umair is based), and the marketing team from Umair. Data collection was conducted through in-depth interviews to explore the Islamic branding strategies implemented by the company in its digital marketing, including identifying potential obstacles that may arise in its execution. In addition to interviews, the author also conducted direct observations, gathered related documents, and utilized available secondary data from the company.

According to Miles et al. (2020), the data analysis process in qualitative research is interactive and continuous. The first stage is data reduction, where the researcher filters and focuses the data according to the research topic to explore the potential for further data collection. This process includes coding, sorting, and in-depth analysis of the obtained data. After the data has been summarized, the next step is data presentation, where the results of observations, interviews, and documentation are analyzed to generate a comprehensive understanding of the implementation of Islamic branding in Umair's digital marketing strategy. The final stage is conclusion drawing and verification, where the researcher seeks to understand the meaning of the research findings and formulate conclusions that provide deeper insights into the phenomenon being studied.

D. RESULTS AND DISCUSSION

The Islamic nuance created to be associated with products or services holds a unique significance for Muslim consumers, especially in Indonesia. Besides being part of a marketing strategy, this aspect strengthens the values of Islam among Muslims through business or trade channels. This is crucial because marketing enables companies to instill wisdom in meeting customer needs by promoting good practices in providing halal, healthy, pure, and lawful products and services, based on mutual agreements between sellers and buyers. The goal is to achieve both material and spiritual welfare, in this life and the hereafter (Abuznaid, 2012). This value is what makes Islamic branding an appropriate strategy for companies targeting the Muslim community in their market.

One company that prioritizes Islamic values in its products and marketing strategies is Trisna Group, specifically focusing on one of its subsidiary product lines, Umair. Although Trisna Group has distanced itself from the management of Umair, which is overseen by PT Evomen (its subsidiary), the foundation of Umair was established directly by the leadership of Trisna Group. Thus, the initial main strategy related to all business concepts for Umair was conceived directly by the leader and team of Trisna Group. Umair is a brand of perfume specifically designed for men (ikhwan), emphasizing luxurious, long-lasting, and high-quality scents. The product line of Umair consists of four main perfumes with price ranges targeting the middle class, starting from Rp 200.000,- to Rp 600.000,-.

Figure 1. List of Umair Perfume Products and Prices (Website umair.co.id, 2024)

Umair is categorized as one of the new business branches of Trisna Group, produced by its subsidiary PT Evomen, which focuses on men's grooming products. Despite being a new entrant, the sales figures for the company are quite impressive, reaching hundreds to thousands of products sold each month.

In terms of product, Umair's perfumes feature a distinct Middle Eastern fragrance that evokes memories of the scents associated with performing Hajj or Umrah. This sentiment was echoed by one customer who remarked, "After trying the fragrance directly, Masya Allah, it smells exactly like agarwood, which is usually found in the perfumes of Madinah." This connection has piqued the interest of several customers who are keen on trying Islamic products.

Decision-Making for Islamic Branding Strategy Before Product Launch

Based on interviews with the owner representative of Trisna Group, extensive research was conducted prior to the launch of Umair products. They categorized the market into two strategic types: *Red Ocean and Blue Ocean strategies*. The Red Ocean strategy targets a broad and highly competitive market, while the Blue Ocean strategy focuses on unique advantages to create a new market space.

This strategic approach allows Umair to position itself effectively within the perfume industry, ensuring that it not only meets the needs of its Muslim consumers but also distinguishes itself from competitors. By leveraging the unique cultural and emotional associations of its fragrances, Umair aims to establish a strong presence in a competitive market while promoting Islamic values.

Table 1. Mapping of Trisna Group's Marketing Strategy for Umair

Red Ocean Strategy	Blue Ocean Strategy
Trisna Group Findings: The market is already very competitive and crowded with many players. Here, companies are trying to beat existing competitors to gain market share.	**Trisna Group's findings:** Unexplored markets, where demand is created rather than contested. Here, companies create new market space by offering products or services that have not existed before or offering unique solutions.
What to do: Focus on price competition, improving product or service quality, and taking customers away	**What to do:** Instead of competing in existing markets, companies innovate to create differentiated

from competitors.	products or services and build new demand.
Trisna Group Conclusion: Due to the high level of competition, profit margins are often small, and companies may struggle to stay relevant.	**Trisna Group Conclusion:** Due to the lack of competition, companies can enjoy greater profits and build a strong position before competitors start to enter.

Source: Interview Summary Results, 2024

Given the numerous sacrifices required in the Red Ocean strategy, such as diminishing profits and intense competition, the company decided to adopt the Blue Ocean strategy, emphasizing its uniqueness through an Islamic branding strategy. This decision aligns with the views of Chan Kim and Mauborgne (2005), who argue that a blue ocean strategy offers innovative solutions that do not rely on competition as a benchmark. Instead, it focuses on value innovation, enabling companies to create significant value improvements for consumers and themselves, thereby creating new market spaces and rendering competition irrelevant. Islamic branding was chosen by Trisna Group to be the main brand strategy in its marketing for the following reasons:

1. **Transitioning Company Image**
   Trisna Group aims to transition from a conventional company to one that embodies Islamic values, as reflected in its corporate culture. The company promotes principles such as:
   I. Seeking Allah's guidance in times of difficulty.
   II. Acquiring knowledge before taking action.
   III. Maintaining a winning mindset while avoiding a losing mentality.
   IV. Continual learning and striving for more knowledge.
   This commitment motivates the company to rebrand its subsidiaries and products to align with Islamic principles.
2. **Identifying Opportunities in the Muslim Market**
   The company recognizes Indonesia as one of the largest Muslim-majority countries in the world, with a growing and promising Muslim market. This realization is viewed as an opportunity to market its products specifically to the Muslim community through an Islamic branding concept.
3. **Addressing Competitive Western Perfume Market**
   The company has observed that the Indonesian perfume market is predominantly dominated by Western-inspired fragrances. This competitive landscape raises concerns that introducing perfumes with a modern, Western approach would struggle to penetrate a mature market. Consequently, they opted for a unique positioning that highlights Islamic-themed perfumes, which face less intense competition compared to Western or modern-themed fragrances.

Based on the above reasons, Trisna Group formulated an Islamic branding strategy for their newest product line called "Umair", with the tagline "Luxurious Aroma." The name Umair is inspired by the companion of the Prophet Muhammad (SAW), Mush'ab bin Umair, known for his bravery, attractiveness, sophistication, and pleasant scent. This branding aims to represent the Islamic values of contemporary Muslim men.

By adopting this unique positioning and focusing on Islamic branding, Umair seeks to establish a significant presence in the perfume market while fostering an environment that resonates with the cultural and spiritual identity of its target audience. This strategy not only fulfills a market need but also reinforces the values that Trisna Group aims to promote through its products and corporate culture.

Islamic Branding Strategy of Umair in Digital Marketing
Umair has a unique strategy related to the brand it brings to the Muslim community, particularly in digital marketing. In addition to appointing official agents in various cities across Indonesia for product sales, Umair also utilizes various channels for marketing, including social media platforms such as Instagram, Facebook, TikTok, and YouTube, with the account name umair.co.id or Umair Perfume for its bio. Furthermore, Umair has a concise and responsive website at umair.co.id that contains detailed and comprehensive information about Umair's perfume products. Umair also registers its products on marketplaces like Shopee and Tokopedia to facilitate easier online ordering. Additionally, Umair maximizes content marketing to ensure that the content uploaded on social media can attract engagement from viewers. The strategy for Umair's Islamic branding in digital marketing will be elaborated as follows.

 a. **Creation of Umair Logo with Islamic Nuance**

Figure 2. Umair Logo (Umair, 2024)

The logo is one of the primary brand identities for a product (Van Grinsven & Das, 2016). The "Umair - Luxurious Aroma" logo naturally radiates an elegant and sophisticated Islamic branding vibe. The use of modern fonts with subtle geometric touches, such as the diamond shape in the letter "I," imparts a minimalist feel reminiscent of the artistic patterns found in Islamic culture. The dominant black and white colors reflect luxury and simplicity, aligning with the principles of purity and grace often associated with Islam.

The name "Umair," derived from one of the Prophet Muhammad's companions, reinforces this identity, reminding us of traditional Islamic values that appreciate fragrance and purity in both religious rituals and daily life. In the context of Islamic branding, perfume is an important symbol, and this logo successfully unites modernity with Islamic cultural elements in a natural and authentic way, creating a strong impression for Muslim consumers seeking luxurious products that resonate with their values.

b. **The Process of Giving Halal Labels to Umair Perfume**

The halal status of the perfume is one of the company's main focuses. Based on the interview results, Umair is currently in the process of obtaining halal certification for its products, especially since Umair is still relatively new in the market. Once the halal certification is obtained, it will further strengthen the Islamic branding strategy that Umair promotes, allowing it to be showcased in the digital space and helping to reassure more members of the Muslim community to use it with peace of mind and confidence.

c. **Presentation of Islamic Content in Umair's Digital Marketing**

The content in Umair's digital marketing utilizes an Islamic approach by prominently featuring reviews from users, most of whom are community leaders with Islamic branding, such as Ustadz or Muslim influencers.
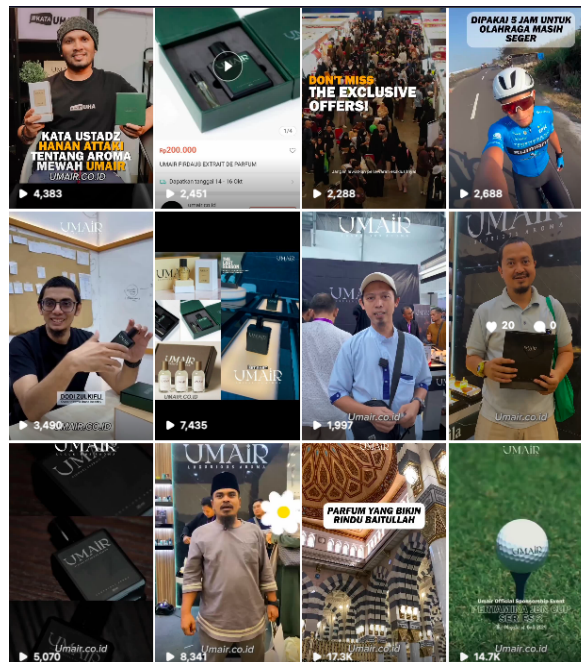

Figure 3. Umair Contents on Instagram (Umair Instagram, 2024)

The content of Umair's digital marketing is also rich with Islamic nuances, which are summarized as follows:

1. Aroma Review: Umair's fragrance is said to evoke the distinct scents found in Mecca and Medina (such as oud or earthy aromas), enhancing the longing for Baitullah.
2. Recommendations from Islamic Scholars: Endorsements from respected figures like Ustadz Syafiq Riza Basalamah, Ustadz Khalid Basalamah, Ustadz Hanan Attaki, Ustadz Erwandi, and many others.
3. Influencer Endorsements: Recommendations from Islamic influencers such as Dodi Zulkifli, Teuku Wisnu, and others.
4. Support for Everyday Activities: Emphasizing how Umair supports daily activities, including more strenuous tasks for Muslim men.
5. Focus on Luxury and Affordability: Highlighting the luxurious scent and quality, yet with highly affordable pricing.

On its website (umair.co.id), Umair also provides a detailed product profile infused with Islamic values, including:

1. Testimonials: Numerous testimonials from Islamic figures such as Ustadz and Muslim influencers.
2. Target Audience: A section titled "Who Our Product is For," which specifically mentions three key Muslim target markets: Muslim Entrepreneurs, Professionals, and Devout Muslims.
3. Alcohol Use in Perfumes: An FAQ explaining the use of alcohol in perfumes based on Islamic teachings.
4. Honesty and Integrity in Business: An FAQ emphasizing the importance of honesty and upholding trust in transactions, as Umair is run by Muslim entrepreneurs who consistently seek halal ways of earning, avoiding sins that may be held accountable in the afterlife for not maintaining integrity.

d. **Endorsement of Islamic Influencers as Key Opinion Leaders (KOL) for Digital Promotion**
Umair strengthens its Islamic branding strategy by collaborating with Muslim influencers and KOLs (Key Opinion Leaders), who combine the traits of celebrities, information disseminators, and respected individuals within their communities. These figures play a crucial role in promoting the product through a symbiotic relationship with the industry, where they gain status and recognition while influencing public opinion and behavior (Scher & Schett, 2021). For Umair, influencers or KOLs are selected from those who hold significant sway within the Indonesian Muslim community, such as scholars, Muslim influencers, and others, especially men. The content produced from these endorsements is then amplified to its potential market through digital advertising efforts, with a monthly ad budget of around 20-30 million rupiah.

e. **Actively Participating in Various Muslim Exhibitions or Halal Fairs in Indonesia**
Umair has participated in several exhibitions, including the Jakarta Halal Fair in September 2024, the Bandung Muslim Life Fair in October 2024, and many more. These events have significantly increased Umair's exposure, especially within the Muslim community, which prioritizes Islamic products. The impact is evident as Umair achieved sales revenues ranging from tens to hundreds of millions of rupiah during a single exhibition series. Beyond economic benefits, these Muslim exhibitions also provided valuable digital marketing content with influential Muslim figures on social media.

These strategies have helped Umair gain widespread recognition, particularly within the Indonesian Muslim community, and even internationally, as Umair is currently collaborating with countries such as Singapore, the Philippines, and others. This consistent Islamic branding strategy, guided by Trisna Group, has strengthened Umair's position in the perfume industry, especially among Muslim consumers.

Constraints faced by Umair in Building an Islamic Branding in Digital Marketing
From the results of observations, several constraints were found related to the development of Umair's Islamic branding for digital marketing, including:

a. **Digital Content Upload Frequency**
Umair manages several social media accounts, posting digital content regularly about twice a week. In the highly competitive digital landscape, consistency and content volume are crucial for maintaining engagement and strengthening branding. Ideally, the posting frequency should

be more than four times a week, or even daily, to increase visibility and relevance among the Muslim audience, who are highly active on social media.

The main challenge lies in the limited availability of promotional materials to post more frequently. However, since PT Evomen, a subsidiary of Trisna Group, has already been delegated to handle Umair's promotions, efforts to increase the content frequency are quite feasible.

b. Website Design Resembling a Landing Page

All of Umair's digital platforms are quite appealing, and its website is also informative. However, the main website resembles more of a landing page, where all information and CTAs (Call to Action) for purchases or further inquiries are consolidated on a single page. If the initial goal was to create a more comprehensive website, this could be an area for future improvement. Enhancing the website's structure could help maximize its functionality, offering users a more in-depth and well-organized experience in line with its intended purpose.

Solutions to Umair's Constraints in Building an Islamic Branding in Digital Marketing

The author analyzed the findings and looked for the best alternatives to deal with the obstacles faced by Umair as follows:

a. Digital Content Upload Frequency

A solution to this challenge can be addressed by conducting regular brainstorming sessions with the entire Umair marketing team to generate fresh content ideas. Currently, most of Umair's content consists of testimonial videos from the public and influencers. This can be diversified with content such as Islamic education, Islamic lifestyle, or interactive content like polls, quizzes, or Q&A sessions to boost engagement without the need for new promotional materials all the time.

Using scheduling systems that can be integrated across multiple platforms, such as Meta Business, Buffer, or similar tools, can also streamline the release of new content more efficiently. The Umair marketing team could also perform benchmarking against similar industries or other Islamic-branded businesses to inspire new content creation. Through these methods, it's expected that the frequency of digital content uploads with Islamic branding can increase.

b. Website Design Resembling a Landing Page

To make Umair's website more effective, the first step is to break down the content into separate pages, such as Home, About Us, Products, and Testimonials. This way, users can easily find the information they need without having to scroll through a single long page. Additionally, adding e-commerce features like a shopping cart and direct checkout on the website will make it easier for customers to complete transactions. Each product should also have a dedicated page with detailed descriptions, including benefits, ingredients, and customer reviews.

To make the website more interactive, an Islamic lifestyle blog and an FAQ section addressing common product-related questions, particularly regarding halal and haram concerns, could be added. Engaging visuals, videos, and a responsive design will help keep visitors engaged. Clear navigation and SEO optimization are also crucial to ensure the website is easily found on search engines, thereby increasing organic traffic. With these improvements, the Umair website can provide a better user experience and effectively support sales.

Based on the analysis conducted, the implementation of digital marketing strategies focused on integrating Islamic branding concepts into Umair's digital marketing management has shown a positive impact on the company. This aligns with previous findings by Alam & Maknun (2021). Emphasizing Islamic values—strongly reflected in both the products and marketing content, and adherence to Shariah—not only strengthens product positioning but also enhances its appeal among Muslim consumers who are becoming more discerning in choosing products aligned with their religious values. This is in line with the idea that Islam, as a complete way of life, regulates and limits consumer behavior to achieve well-being, peace, and happiness in both this world and the hereafter (Mustafar & Borhan, 2013).

CONCLUSION
Summary

Islamic branding has proven to be one of the most effective strategies for reaching the Muslim market, especially in countries like Indonesia, which has one of the largest Muslim populations in the world. From this study, it is evident that incorporating Islamic values not only creates a unique brand identity but also strengthens consumer trust in the product.

The consistent application of Islamic branding strategies, supported by digital marketing efforts, has helped Umair build a strong position in the market. Although there are challenges, such as the limited frequency of content uploads and a website that still requires further development, these indicate areas for improvement and innovation to strengthen the brand in the digital space.

This study hopes to offer solutions for optimizing Umair's digital marketing by increasing content frequency, diversifying marketing materials, and enhancing the website. Additionally, collaborations with Muslim influencers and active participation in Islamic-themed exhibitions are critical components of Umair's strategy for building broader engagement among Muslim consumers, particularly on digital marketing platforms. By consistently upholding Islamic values in every aspect of its business, Umair has a great opportunity to continue growing and become a market leader in the Islamic perfume industry, both in Indonesia and abroad.

Suggestion

Based on the research findings, the company is recommended to enhance the frequency and quality of its digital content rooted in Islamic branding. By adding more interactive content, such as educational videos or Muslim customer testimonials, the company can strengthen engagement with its target audience, particularly within the Muslim community. Additionally, optimizing the website to be more informative and interactive will provide a better user experience and help consumers better understand the Islamic values the products embody. Support from the Muslim community, in the form of feedback, will also aid the company in improving its product quality in line with Islamic principles.

Future researchers are encouraged to expand this study by exploring Islamic branding not only in physical products but also in digital services and non-physical products such as Islamic apps or Sharia-based services. Quantitative research could also be conducted to measure the impact of Islamic branding on purchasing decisions and customer loyalty within the Muslim market. Lastly, the government is expected to support businesses that implement Islamic branding through simplified halal certification policies and training in Islamic-based digital marketing. Such supportive policies will not only boost the economy, particularly within the large Muslim community, but also promote the export of Islamic products internationally.

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