Niqosiya: Journal of Economics and Business Research
P-ISSN: 2798-6373, E-ISSN: 2807-7660
Vol. 6 No. 1, January-June 2026
https://ejournal.iainponorogo.ac.id/index.php/niqosiya

Sharia Digital Marketing Strategy through Shopee and TikTok Shop in Increasing Sales of Hijab Products

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Article Info

Article history:
Received June 3, 2026
Revised June 22, 2026
Accepted June 22, 2026
Available online June 23, 2026

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Keywords:
Islamic Digital Marketing, Social Commerce, Shopee, TikTok Shop, Customer Trust, Brand Awareness, Hijab Product Sales

Abstract

This study aims to analyze the Islamic digital marketing strategy implemented by Giyanda.co through Shopee and TikTok Shop to increase sales of hijab products, identify the reasons for using both platforms, and examine their impact on business development. This research employed a qualitative case study design. Data were collected through observation, in-depth interviews, and documentation. The informants were the business owner and the employees involved in Giyanda.Co's digital marketing activities. Data were analyzed through data reduction, data display, and conclusion drawing. The findings reveal that Giyanda.co implements its Islamic digital marketing strategy by optimizing various features of Shopee and TikTok Shop, including live streaming, short-video content, hashtags, vouchers, discounts, and flash sales. In practice, the company emphasizes Islamic marketing principles, such as honesty, transparency in product information, fair pricing, and ethical communication, in line with Islamic values. The primary reason for choosing Shopee and TikTok Shop is their complementary functions: Shopee serves as a secure, trusted transaction platform, while TikTok Shop serves as a promotional medium that can reach a broader audience through interactive, potentially viral content. The implementation of these strategies has resulted in increased sales volume, wider market reach, enhanced brand awareness, stronger customer

trust, and greater customer loyalty, as reflected in repeat purchases and positive customer reviews. This study concludes that integrating digital marketing with Islamic marketing principles is an effective strategy for increasing sales while fostering long-term relationships between businesses and consumers. The findings contribute to the development of Islamic digital marketing literature, particularly for Muslim fashion businesses operating on social commerce platforms

DOI: 10.21154/niqosiya.v6i1.6058
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INTRODUCTION

The development of digital technology has significantly changed marketing patterns and consumer behavior. This transformation encourages businesses to switch from conventional marketing to digital marketing that uses the internet, social media, and electronic commerce platforms for promotion and transactions. Digital marketing allows companies to reach consumers more widely, quickly, and efficiently than traditional marketing methods. In addition to serving as a promotional medium, digital marketing also provides business actors with opportunities to build long-term relationships with customers through interactive, personal communication (Dahake, 2025; Sharma & Siby, 2023).

This phenomenon is increasingly evident as the concept *of social commerce*, the integration of social media and electronic commerce, develops. Platforms such as Shopee and TikTok Shop not only serve as transaction hubs but also as social interaction spaces that allow consumers to obtain product information, view customer reviews, communicate with sellers, and make purchases directly on the platform (Peng & Lu, 2024). In Indonesia, social commerce is developing rapidly, supported by widespread internet and social media use. This condition opens up great opportunities for micro, small, and medium enterprises (MSMEs) to expand the market without having a strategic physical store.

In a competitive digital business environment, marketing success is not only about reaching consumers but also about building *customer trust* and *brand awareness*. Consumer trust is an important factor because transactions are done online, so buyers cannot check the product in person. Research by Cheng et al. (2017) and Regina et al. (2025) shows that trust significantly influences purchase intent and social commerce success. On the other hand, *brand awareness* built through digital content, customer reviews, and social media interactions has been shown to increase consumer loyalty and influence purchasing decisions (AlFraihat et al., 2025; Rohman & Wijayanti, 2023)

For businesses targeting the Muslim market, marketing strategies must not only be effective but also in accordance with Sharia principles. Sharia marketing emphasizes the values of honesty (*sidq*), trust, justice (*'adl*), transparency, and moral responsibility in every

marketing activity (Alserhan, 2017). According to Kartajaya and Sula (2006), sharia marketing is a process of creating, offering, and exchanging values whose activities must be in accordance with the principles of Islamic muama. The main characteristics of sharia marketing include aspects of rabbaniyyah (theistic), akhlaqiyyah (ethical), al-waqi'iyyah (realistic), and insaniyyah (humanistic). Therefore, the implementation of digital marketing in Muslim businesses should ideally not only focus on increasing sales but also on maintaining business ethics and blessings.

One of the Micro, Small, and Medium Enterprises (MSMEs) that benefits from the growth of digital marketing and social commerce is Giyanda.co, a Muslim fashion business that sells various hijab products through Shopee and TikTok Shop. In carrying out its marketing activities, Giyanda.co leverages digital features such as live streaming, short-form videos, vouchers, discounts, and interactive promotions. Interestingly, the marketing strategy implemented is not only oriented towards increasing sales but also prioritizing sharia values through transparency of product information, honesty in promotion, and the use of content in accordance with Islamic ethics. This phenomenon is interesting to study because it shows how modern digital marketing can be integrated with Sharia marketing principles in MSME business practices.

Research on digital marketing has been conducted in various business contexts. Sharma and Siby (2023) and Dahake (2025) explained that digital marketing plays an important role in increasing marketing effectiveness by leveraging digital technology and online media. A study by Hassan and Zahran (2023) found that digital marketing contributes to brand loyalty by increasing customer engagement and satisfaction. Meanwhile, Anshika et al. (2023) emphasized that the development of artificial intelligence and data analysis has further strengthened the effectiveness of digital marketing strategies in understanding consumer behavior.

The next research group focused on social commerce. Liang et al. (2011), Kong et al. (2016), Cheng et al. (2017), and Peng and Lu (2024) show that social commerce can increase interaction between sellers and buyers by combining social features with electronic transactions. Their findings make it clear that the quality of communication, social support, customer reviews, and community interaction are important factors that influence consumer buying behavior. Regina et al. (2025) also found that social commerce features positively affect purchase intent by fostering customer trust.

Studies on *customer trust* show that it is the main determinant of digital marketing success. Monfort et al. (2025) found that service quality, perceived value, and brand image contribute to the formation of consumer trust. Similar findings were put forward by Alekam et al. (2017), who stated that communication, price, and product quality affect the formation of brand trust. In the context of social commerce, Cheng et al. (2017) and Regina et al. (2025) affirm that trust plays an important role as a mediator, driving purchasing decisions and customer loyalty.

Research on *brand awareness* indicates that it is strongly related to customer trust and loyalty. Al Fraihat et al. (2025) found that digital content and influencer credibility significantly

increase brand awareness and purchase intention. Meanwhile, Rohman (2023) demonstrate that brand awareness affects brand equity through the mediating roles of trust and loyalty. The findings suggest that consistent brand exposure through digital media can strengthen the brand's position in consumers' minds.

On the other hand, research on Sharia marketing generally focuses on the principles of Islamic ethics in marketing activities. Alserhan (2017) emphasized that sharia marketing emphasizes aspects of morality, honesty, and social responsibility. Abdullah et al. (2015) explained that the success of sharia marketing is influenced by adherence to sharia principles, moral commitment, and customer orientation. More recent research by Siregar and Andriansyah (2023) and Fianto and Shah (2026) shows that sharia marketing can be a source of competitive advantage by increasing consumer trust and loyalty.

Although these studies have made important contributions, there are some research *gaps*. First, most digital marketing and social commerce research focuses more on the influence of technology on consumer behavior and purchase intentions, but has not specifically examined its implementation in Muslim fashion MSMEs that integrate sharia marketing principles. Second, Sharia marketing research still generally focuses on conceptual and normative aspects, so there is little explanation of how these principles are applied in digital marketing activities through social commerce platforms. Third, previous studies tended to analyze Shopee or TikTok separately, while studies examining the synergy of the two platforms as sharia digital marketing strategies are still very limited.

Based on this gap, this study offers novelty by in-depth analysis of the implementation of sharia-compliant digital marketing strategies in Muslim fashion MSMEs through the integration of two social commerce platforms, namely Shopee and TikTok Shop. This study not only examines the marketing strategies used but also explores the reasons for choosing the two platforms and their impact on sales, customer trust, and brand awareness. Thus, this research is expected to make an empirical contribution to the development of the literature on digital marketing, social commerce, and sharia marketing, especially in the context of Muslim fashion MSMEs in Indonesia.

Based on this description, this study aims to: (1) analyze Giyanda. Co's sharia digital marketing strategies in increasing sales through Shopee and TikTok Shop; (2) identify the reasons for using Shopee and TikTok Shop as sharia digital marketing media; and (3) analyze the impact of sharia digital marketing strategies on increasing sales of hijab products in Giyanda.co. The research questions asked are: (1) how do sharia digital marketing strategies Giyanda.co increase sales through Shopee and TikTok Shop?; (2) why Giyanda.Can we use Shopee and TikTok Shop as Sharia digital marketing media? (3) How does Giyanda? The impact of the Sharia digital marketing strategy on increasing sales through Shopee and TikTok Shop?

RESEARCH METHOD

This study employed a qualitative case study design to examine the implementation of Islamic digital marketing strategies at Giyanda.Co through Shopee and TikTok Shop. A qualitative approach was selected because the study sought to gain an in-depth

understanding of the strategies the business employs, the reasons for using digital platforms, and the impacts of these marketing activities. The case study design enabled the researcher to comprehensively explore the phenomenon in its real-life business context.

The research was conducted at Giyanda.co, a Muslim fashion business located in Ponorogo, East Java, Indonesia. The unit of analysis focused on the implementation of Islamic digital marketing practices through social commerce platforms, particularly Shopee and TikTok Shop. Informants were selected using purposive sampling based on their direct involvement in the business operations and marketing activities. The primary informant was Ida Maisaroh, the owner of Giyanda.co, while supporting informants consisted of employees responsible for live streaming, customer interaction, and order fulfillment. These informants were considered capable of providing comprehensive information regarding marketing strategies, platform utilization, and business performance.

Data were collected through observation, in-depth interviews, and documentation. Observation was conducted by examining marketing activities on Shopee and TikTok Shop, including product displays, promotional content, live-streaming sessions, customer engagement, and the platform features used by the business. Semi-structured interviews were conducted with the owner and employees to obtain detailed information regarding the implementation of Islamic digital marketing strategies, the rationale for selecting Shopee and TikTok Shop, and the impacts of these strategies on sales performance and customer relationships. Documentation was used to complement and validate the findings obtained from interviews and observations, including screenshots of social media accounts, sales records, promotional content, customer reviews, and other relevant business documents. To enhance the credibility of the findings, source triangulation and technique triangulation were applied by comparing information obtained from multiple informants and data collection methods.

The focus of this study covered three main aspects, namely the implementation of Islamic digital marketing strategies, the reasons for utilizing Shopee and TikTok Shop as marketing platforms, and the impacts of these strategies on business performance. The analysis was guided by the concepts of digital marketing, social commerce, customer trust, brand awareness, and Islamic marketing. Data analysis followed the interactive model proposed by Miles, Huberman, and Saldaña(2014) and Uwe (2009), consisting of data condensation, data display, and conclusion drawing/verification. Data condensation involved selecting, simplifying, and categorizing information obtained from interviews, observations, and documentation. Subsequently, the data were organized and presented systematically to facilitate interpretation. Finally, conclusions were drawn and continuously verified by comparing evidence from different sources to ensure consistency and validity. Through this analytical process, the study explained how implementing Islamic digital marketing strategies on Shopee and TikTok Shop increased sales, strengthened customer trust, and enhanced brand awareness at Giyanda.co.

RESULT AND DISCUSSION

History and Development of Giyanda.co Business

Giyanda.co is a business engaged in Muslim fashion, especially hijab products, that uses digital platforms as its primary means of marketing and sales. This business was founded by Ida Maisaroh in 2019 after she decided to quit her job and start an independent business from home. In the early stages, the products marketed were not limited to hijabs but also included men's and women's clothing and various fashion accessories. However, based on market response and consumer demand, the business then focused on selling Muslim hijab products (Ida Maesaroh, 2025).

The limitations of business locations that are far from the main road encourage owners to adopt digital-based marketing. At first, promotion was carried out on Facebook by simply uploading product photos. As understanding of digital marketing and information technology increases, Giyanda.co has begun expanding its marketing channels across various social media platforms and marketplaces, such as Instagram, Shopee, and TikTok Shop. The platform's use not only aims to make it easier for consumers to obtain information and make product purchases, but also to build brand awareness and expand market reach (*Documentation Giyanda.Co*, 2025).

The name Giyanda.co is a combination of the owner's and his family's names. The name is a combination of Ida's and her husband's names, then combined with their child's name, Giyanda. The choice of the name reflects the family identity, which serves as the foundation for business development (Ida Maesaroh, 2025).

The development of Giyanda. Co's business has shown a significant increase. In the early days of operations, products were sourced through the reseller system by buying from other marketplaces and reselling them. However, high price competition encourages owners to seek suppliers directly. Currently, Giyanda.co has collaborated with large-scale hijab manufacturers located in Solo so that they are able to obtain more competitive prices and increase the competitiveness of products in the market (*Field Observation*, 2025).

To support digital marketing activities, Giyanda.co routinely conducts live streams on Shopee and TikTok Shop for three sessions each day: 10.00–12.30 WIB, 13.00–15.00 WIB, and 19.00–21.30 WIB. This strategy is combined with the consistent creation of promotional video content to increase consumer interaction and encourage product sales. Based on the interview results, in 2025, Giyanda.co achieved an average monthly turnover of around IDR 50,000,000 and reached a monthly high of IDR 300,000,000 through digital marketing optimization on Shopee and TikTok Shop (Ida Maesaroh, 2025).

In addition to serving online retail sales, Giyanda.co has also developed a wholesale market for large-volume purchases. Some wholesale customers are recorded as making transactions between IDR 6,000,000 and IDR 7,000,000 per order. This condition shows that the digital marketing strategies implemented are not only effective in reaching individual consumers but also in attracting buyers on a larger scale (*Documentation Giyanda.Co*, 2025).

Business Management Structure

The management of Shopee and TikTok Shop accounts is carried out directly by the business owner, namely Ida Maisaroh. In daily operations, the owner is assisted by several team members who have their own tasks. Dina and Afi are responsible for live-streaming activities on the Shopee and TikTok Shop platforms, while Bunga is in charge of packaging customer orders. Nevertheless, all team members implement a flexible work system, helping each other when operational needs arise (Ida Maesaroh, 2025).

Products Marketed

As the business grows, Giyanda.co focuses on Muslim fashion products, especially hijabs and mukenas. The concentration of products in this segment is driven by high market demand for hijab products compared to other product categories. Even though it does not produce itself, Giyanda.co selectively chooses suppliers who can provide high-quality products at competitive prices, enabling it to meet consumer needs while increasing business competitiveness (Ida Maesaroh, 2025).

Products marketed by Giyanda.co include various types of hijab and mukena, such as Jersey, Syrian Hijab, Al Faezya Instant, Moira Anak, Malay Motif, Mukena Arafah Jersey, and Ribbon Ricis Jersey.

Market Segmentation and Digital Activity

The main target market of Giyanda.co is Muslim women, ranging from teenagers to housewives. Therefore, all digital marketing activities carried out through Shopee and TikTok Shop are designed to adapt to the characteristics and needs of these segments. Products for children and men are not the main focus because the majority of the audience that interacts on social media accounts and marketplaces Giyanda.co is women (*TikTok Account Observation Giyanda.Co*, 2025).

In addition to using the marketplace feature, Giyanda.co is also active in producing video content and regularly conducting live streaming. Consistency in producing digital content is one of the important strategies for maintaining account visibility, increasing audience engagement, and encouraging consumer purchase decisions. Although the level of content reach fluctuates, continuous marketing activities have proven able to support sales growth and strengthen the brand's position in the online Muslim fashion market (*TikTok Documentation Giyanda.Co*, 2025).

Sharia Digital Marketing Strategy Giyanda.co through Shopee and TikTok Shop

The development of information technology has encouraged a change in marketing patterns from conventional systems to digital-based marketing. This change is also felt by Giyanda.co, which previously relied on offline sales and has since transformed into a marketplace and social media-based business. For Giyanda.co, digital marketing is a solution

to overcome the limitations of business locations far from main roads and with relatively limited market access.

Based on the interviews, the owners of Giyanda.co understand digital marketing as the use of online media to introduce, promote, and sell products to consumers. Ida Maisaroh explains:

> "What I know is that digital marketing is essentially using online to introduce, promote, and sell our hijab products. In the past, I only marketed offline, but by following the developments in the all-digital era, Alhamdulillah, now I can sell even though my place is far from the highway" (Ida Maesaroh, 2025).

The statement shows that digital marketing is an important means for Giyanda.co to expand market reach. These findings show that the existence of the internet and marketplace can reduce geographical barriers that previously served as obstacles to running a business.

Application of Shariah Principles in Digital Marketing

The marketing strategy implemented by Giyanda.co is not only focused on increasing sales but also grounded in Sharia values. In carrying out digital marketing activities, business owners place honesty and transparency at the core of their interactions with consumers.

Ida Maisaroh explains:

> "I apply honesty and transparency. The ones I include in the product description are based on ingredients, sizes, and quality, so buyers know exactly what they are getting and don't feel cheated. In addition, I really maintain ethics and manners in every piece of content and promotion. When creating content and live streaming, what is conveyed is exactly the same as the quality of the product; do not exaggerate" (Ida Maesaroh, 2025)

The interview results showed that Giyanda.co applies the principles of ṣidq (honesty) and trust in its marketing activities. Product information is conveyed completely and accurately to avoid ambiguity (gharar) that can harm consumers. The application of this principle can be seen in product descriptions that detail materials, sizes, colors, and quality on both Shopee and TikTok Shop.

The Utilization of Shopee and TikTok Shop as Marketing Media

Digital transformation at Giyanda.co begins with efforts to keep pace with changes in consumer behavior, as consumers increasingly transact online. Before using the marketplace, marketing was done through direct sales and simple WhatsApp promotions.

According to Ida Maisaroh:

> "At the beginning, it was difficult to start selling because our place was not on the side of the road. So I have to think about how to make the products I sell sell. Then I tried to post via WhatsApp. Now everything is online, so I have to keep up with developments as well, that's why I choose to sell online rather than offline, because there are more sales" (Ida Maesaroh, 2025).

The statement shows that the decision to use Shopee and TikTok Shop is based on considerations of marketing effectiveness and changes in consumer behavior driven by

digitalization. The marketplace is not only used for transactions but also as a medium for promotion and communication with customers.

Product Visual Strategy and Product Description

One of the main strategies implemented by Giyanda.co is to ensure the visual quality of products published through Shopee and TikTok Shop. Product photos are shot with good lighting and clearly display product details, thereby increasing consumer confidence.

Ida Maisaroh stated:

> "All product photos must be good and clear. The product description must also be complete, explaining the material, size, and why this hijab is comfortable to wear so that buyers are more confident when buying" (Ida Maesaroh, 2025).

This strategy aims to reduce consumer uncertainty in online shopping. Complete information helps consumers understand a product's characteristics before making a purchase, thereby minimizing complaints and returns.

Promotion Strategy through Vouchers, Discounts, and Flash Sales

To increase consumer buying interest, Giyanda.co leverages the various promotional features available on Shopee and TikTok Shop. The forms of promotion used include discount vouchers, product discounts, and flash sales at certain times.

As explained by the business owner:

> "The most important thing is that we often provide special vouchers and discounts so that buyers are interested in checking out immediately. During live, there are also sometimes impromptu flash sales so that buyers are more enthusiastic about buying" (Ida Maesaroh, 2025).

This strategy is used to create purchase urgency so as to encourage consumers to make purchase decisions more quickly.

Live Shopping Strategy and Real-Time Interaction

Live shopping is one of the most active marketing strategies carried out by Giyanda.co. This activity is carried out regularly several times every day through Shopee Live and TikTok Live.

According to Ida Maisaroh:

> "We regularly hold live broadcasts where we can immediately showcase products, try on different colors, and answer all buyers' questions in real-time" (Ida Maesaroh, 2025).

Through live shopping, consumers can see products in real time while interacting with sellers. This two-way interaction increases consumer confidence because they can get information directly before making a purchase.

Content Marketing and Consumer Education Strategy

In addition to direct promotion, Giyanda.co also creates educational short video content. The content not only displays the products but also provides information on how to use and style the hijab.

The business owner explains:

> "We actively create short video content containing hijab styling tips or show material details so that our products appear more often on people's homepages or FYPs" (Ida Maesaroh, 2025)

This strategy shows that digital marketing carried out by by Giyanda.co not only focuses on direct sales but also builds long-term relationships with consumers by providing useful information.

The Utilization of Hashtags in Content Reach Optimization

To increase content visibility, Giyanda.co uses hashtags relevant to the product being marketed. The use of hashtags helps the platform's algorithm direct content to users who are interested in hijab and Muslim fashion products.

Ida Maisaroh stated:

> "When posting content on Shopee and TikTok, I also include hashtags so that when the video is crowded, it is more directed to the audience that is in accordance with the hijab products I sell" (Ida Maesaroh, 2025).

The use of hashtags is part of a digital content optimization strategy that aims to expand market reach and increase the likelihood that products are found by potential consumers.

Implementation of the Value of Courtesy in Promotional Content

The value of politeness and sharia is the main identity of Giyanda.co in marketing its products. All promotional content is designed with Islamic ethics in mind.

Ida Maisaroh explains:

> "I view modesty and Sharia values as brand identity, not as a limitation. The models always wear loose, non-tight, and focus on hijab styling details and product quality, not highlighting body shape" (Ida Maesaroh, 2025).

The findings show that Giyanda. co's promotional appeal was built on product quality, hijab styling creativity, and polite information delivery, not on visual exploitation, which is contrary to Sharia principles.

Price Transparency and Protection of Consumer Rights

Sharia principles are also applied in pricing and consumer service. Giyanda.co sets prices based on acquisition costs plus reasonable profits, and avoids price manipulation.

According to Ida Maisaroh:

> "If we give a discount, the price we cross out is the actual normal price. We never raise the price before it is discounted. If there are defective goods, we also provide fair returns so that the buyer's rights are still fulfilled" (Ida Maesaroh, 2025).

This practice shows the application of the principle of fairness ('adl) in business transactions. Price transparency, promotional honesty, and consumer rights protection are important parts of the Sharia digital marketing strategy implemented by Giyanda.co.

Overall, the results of the study show that the Giyanda.A Sharia-compliant digital marketing strategy for Shopee and TikTok Shop is built on a combination of digital technology optimization and the application of Islamic values. This strategy is realized through transparent product information, the use of marketplace features, live shopping, content marketing, hashtags, honest promotion, and the application of Islamic business ethics across all marketing activities.

Reasons for Using Shopee and TikTok Shop as Marketing Media

The selection of marketing media is a strategic decision that determines the success of a business's digital marketing. In running an online hijab business, Giyanda.co chose Shopee and TikTok Shop as its main marketing platforms because both platforms are widely used to reach consumers, simplify the transaction process, and support increased product sales.

Based on the interview results, the owner of Giyanda.Co explained that the decision to use Shopee and TikTok Shop was based on the ease of introducing products to the public while facilitating the purchase process in a safe and practical manner. Ida Maisaroh stated:

> "I want hijab products to be easy for many people to see and easy to buy safely. First,, I chose Shopee because it's a large, trusted online marketplace. People who open a Shopee account already intend to shop, so Shopee is the best place for us to complete buying and selling transactions. Then I also tried it through TikTok because I could make short and interesting videos on how to wear hijab or our latest collection, which has a great chance of going viral and being seen by millions of new people" (Ida Maesaroh, 2025).

The statement suggests that Giyanda.co should utilize both platforms, each with different but complementary functions. Shopee is used as a transaction medium (conversion platform), while TikTok Shop is used as a promotional medium and expanding market reach (awareness platform). This strategy allows businesses to acquire new customers on TikTok while converting consumer interest into purchase transactions through the marketplace's features.

Shopee as a Transaction and Sales Platform

Based on the research results, Shopee was chosen because it has a high level of consumer trust and offers features that support a safe, efficient transaction process. Business owners believe that the majority of Shopee users are consumers with a goal to shop, so transaction rates are relatively higher than on other platforms.

Ida Maisaroh explains:

> "My experience using Shopee is very helpful for sales because buyers there already intend to check out. In addition, there are free shipping promos, cashback, and various other programs that make buyers more interested in buying our products" (Ida Maesaroh, 2025).

The findings show that Shopee helps increase sales conversion rates. The availability of free shipping, cashback, store vouchers, and a secure payment system increases consumer confidence when making transactions. In addition, the Shopee Live feature provides sellers with an opportunity to promote products directly to potential buyers.

In a further interview, Ida Maisaroh said that:

> "By maximizing Shopee Live, especially during high seasons such as Ramadan, sales can increase significantly in a short time because many customers immediately check out during the live" (Ida Maesaroh, 2025).

This shows that the live streaming feature on Shopee not only serves as a promotional medium but also increases interaction and speeds up consumer purchase decisions.

TikTok Shop as a Promotional Media and New Customer Acquisition

In addition to Shopee, Giyanda.co also uses TikTok Shop as the main marketing medium. TikTok was chosen because it can quickly spread information through short videos that have the potential to go viral. This platform allows the product to reach a much wider audience than conventional marketing.

According to Ida Maisaroh:

> "TikTok always makes our short videos about hijab potentially viral and can increase sales. Sometimes there are videos that are crowded, and immediately many people enter the store or buy through the yellow basket" (Ida Maesaroh, 2025).

These findings show that TikTok serves as a means to build awareness and reach new potential consumers. Unlike Shopee, where most users already intend to buy, TikTok users initially sought entertainment. But through engaging, educational content, Giyanda.co can turn users' attention into interest and purchase decisions.

In addition, TikTok Shop offers benefits through the integration of video, live streaming, and yellow cart features, making it easier for consumers to make purchases without leaving the app. This condition shortens the purchase process, thereby increasing the chances of spontaneous transactions.

Utilization of Live Shopping and Yellow Carts Feature

One of the main reasons for choosing Shopee and TikTok Shop is the availability of live shopping features that are integrated with the direct purchase system. This feature allows sellers to demonstrate products while answering consumer queries in real time.

Ida Maisaroh explains:

> "Hijab products need to be seen in terms of the quality of the material and the feel when worn. Through live shopping, we can directly show the materials, colors, and

how to use them. Buyers can also immediately ask questions and buy right away" (Ida Maesaroh, 2025).

Based on the results of observations, during the live streaming session, Giyanda.co often offers special promos in the form of discounts, cashback, and free shipping, which are only valid during the broadcast. This strategy can create purchase urgency and increase the number of transactions in a relatively short time.

Algorithms' Capabilities in Expanding Market Reach

Another reason to use TikTok Shop is TikTok's algorithm, which distributes content to users with similar interests. The recommendation system on *the For You Page* (FYP) allows promotional content to reach a wider audience without incurring high advertising costs.

According to observations, content that gets high engagement in the form of likes, comments, and long watch durations has a greater chance of being recommended to other users. This condition provides an opportunity for Giyanda.co to gain broad exposure and increase the number of new potential customers through organic marketing.

Reaching the Target Market of Indonesian Muslim Women

The selection of Shopee and TikTok Shop is also based on the suitability of the platform with Giyanda. The target market is namely Muslim women, from teenagers to housewives. Shopee provides access to a wide national market, while TikTok allows for more personalized communication through visual content and live streaming.

Ida Maisaroh stated:

"Shopee is the largest online shopping platform that has been trusted by almost everyone in Indonesia, so that we can reach mothers and young women throughout Indonesia. Meanwhile, TikTok helps us show the quality of our products directly and interact with customers" (Ida Maesaroh, 2025).

Thus, the two platforms were chosen because they could reach market segments that matched the characteristics of the products marketed by Giyanda.co.

Hijab Product Suitability with the Needs of Muslim Consumers

In addition to platform considerations, Giyanda. Co's marketing focus on hijab products is also driven by the Muslim community's need for practical, easy-to-use products. According to business owners, the evolution of modern lifestyles has driven an increasing demand for an instant hijab that is comfortable to use in daily activities.

Ida Maisaroh explains:

"The Muslim community now wants to be easy and efficient, so I choose to sell hijab products that are easy to use. There are even those who are too lazy to wear hijab because it is complicated, so Giyanda.co will be present so that women continue to wear hijab more practically" (Ida Maesaroh, 2025).

The statement shows that the marketing decisions made by by Giyanda.co not only consider business aspects but also seek to address the needs of Muslim consumers by providing hijab products that are practical, comfortable, and in accordance with sharia values.

Overall, the study's results show that the main reason Giyanda.co uses Shopee and TikTok Shop as marketing channels is that the two platforms have complementary characteristics. Shopee is a secure, trusted transaction platform with a high conversion rate, while TikTok Shop serves as an effective promotional medium to increase market reach, build brand awareness, and attract new customers through creative digital content. The combination of these two platforms is an important factor in driving Giyanda's sales growth.Co hijab products.

The Impact of Sharia Digital Marketing Strategies Giyanda.co in Increasing Sales through Shopee and TikTok Shop

The results of the study show that implementing sharia-compliant digital marketing strategies through Shopee and TikTok Shop has a significant impact on Giyanda's development. Co's business. This impact can be seen not only in increased sales volume but also in greater brand awareness, consumer trust, customer loyalty, and closer relationships between sellers and customers.

Increased Sales Volume

One of the most tangible impacts of the implementation of sharia digital marketing is the increasing number of sales of hijab products. Based on observations and documentation of the TikTok Shop Giyanda.co account, more than 30.6 thousand products have been successfully sold through the platform. Some products even reach sales figures of tens of thousands of units, indicating strong consumer interest in the products marketed.

In addition, TikTok Shop's sales data shows that in the last 30-day period in October 2025, Giyanda.co earned sales revenue of IDR 13.5 million from live-streaming activities and from consistently uploaded video content. These findings show that live shopping and video marketing features can be effective drivers of consumer purchase decisions.

Interviews with business owners also strengthen these findings. Ida Maisaroh explained that Shopee and TikTok Shop have made a big contribution to increasing the sales of marketed hijab products.

> "Shopee and TikTok really help our sales. TikTok can bring in many new people through videos and live streaming, while Shopee helps them make transactions easily and safely" (Ida Maesaroh, 2025).

These findings suggest that the two platforms have complementary functions. TikTok attracts consumers' attention and generates buying interest, while Shopee serves as a platform that simplifies the transaction process to increase sales conversions.

Increased Brand Awareness and Consumer Trust

In addition to impacting sales, Sharia digital marketing also helps increase Giyanda.Co's recognition brands among the public. Before making the most of Shopee and TikTok Shop, Giyanda.co was a small business facing stiff competition from other online stores. However, by maintaining consistency in content creation and live streaming, Giyanda.co built a stronger brand identity.

Ida Maisaroh revealed:

> "In the past, it was just an ordinary seller who couldn't compete with other stores, but Alhamdulillah, now Giyanda.co has a name and character. Through TikTok, we not only sell hijabs, but also upload videos and live streams every day so that customers feel closer and believe in our quality" (Ida Maesaroh, 2025).

The statement shows that digital marketing activities not only serve as a means of promotion but also as a medium for building emotional relationships with consumers. Through consistent content and direct interaction during live streaming, consumers become more familiar with the character and quality of the products offered by Giyanda.co.

Increase Proximity and Interaction with Customers

Another impact Giyanda.co felt was increased interaction between sellers and customers. Live streaming allows for direct communication, so consumers can get product information more clearly than just from photos or product descriptions.

Bunga, who serves as the host of the live stream, explains:

> "The impact I feel when live streaming is that customers know the quality of the product and are more familiar with it. In every live-streaming session and in TikTok content, we often greet the audience, joke, answer detailed questions about the material, and sometimes vent a little. This direct interaction makes customers feel close to shopping while chatting with friends" (Bunga, 2025)

The results of the interview show that live streaming is not only a sales medium, but also a means of building social closeness with consumers. This proximity helps increase customer trust in the products being marketed.

Increase Loyalty and Repeat Orders

The trust built through Sharia digital marketing increases customer loyalty. Based on the interviews, many consumers place repeat orders because they are satisfied with the quality of the products and services.

Ida Maisaroh stated:

> "There are many buyers who come back to shop on Shopee and TikTok because they are confident in the quality of our products" (Ida Maesaroh, 2025).

The findings were reinforced by customer review documentation on Shopee and TikTok Shop. Most customers give five-star ratings and leave positive comments about the quality of the products and services they received.

One customer wrote:

> "Masyaallah, anyway, it's really addictive to the veil doi, it's good, the store is trustworthy" (TikTok Shop Customer Review, 2025).

While other customers leave reviews:

> "Alhamdulillah, the veil is good. Anyway, satisfied shopping here, good quality, very cheap price. I've bought a veil here three times" (TikTok Shop Customer Review, 2025).

The review shows that customer satisfaction not only drives repurchases but also reinforces Giyanda.co's positive image as a trustworthy store.

Increase Sales Spikes at Specific Moments

Digital marketing through Shopee and TikTok also has an impact, resulting in a significant increase in sales at certain times, especially when there is viral content or during high-demand seasons such as Ramadan.

Vita, one of Giyanda.co-employees, explains:

> "What I feel as an employee is that orders come in every day. But what is most felt is when there is a viral video or when Ramadan arrives, orders increase much more than on a normal day" (Vita, 2025)

The statement suggests that TikTok's algorithm and seasonal momentum have an important role in increasing product exposure. When a video gets a lot of interactions, the number of store visits and sales transactions also increases significantly.

Shopee and TikTok Synergy in Supporting Business Growth

The results of the study show that the positive impact achieved by Giyanda.co does not come from the use of a single platform alone, but from the synergy between Shopee and TikTok Shop. TikTok serves as a medium that captures consumer attention and interest through creative content, while Shopee serves as a platform that facilitates safe, efficient transactions.

Ida Maisaroh explains:

> "TikTok actively attracts attention and generates large traffic, while Shopee helps process transactions and maintain customer trust. These two platforms complement each other so that sales remain stable and our brand is getting stronger" (Ida Maesaroh, 2025)

The findings show that the sharia digital marketing strategy implemented by Giyanda.co successfully created an integrated marketing ecosystem, from attracting consumer attention to building trust, encouraging transactions, and fostering customer loyalty.

Overall, the impact of implementing sharia digital marketing strategies through Shopee and TikTok Shop is reflected not only in increased sales of hijab products but also in the formation of consumer trust, increased customer loyalty, expanded market reach, and the strengthening of Giyanda.Co-brand position in the midst of increasingly competitive Muslim fashion business competition.

Digital Marketing as a Means of Increasing Sales

The study's findings show that using Shopee and TikTok Shop enables Giyanda.co to reach consumers more widely than conventional marketing. The shift from offline sales systems to digital platform-based marketing has been proven to increase market access and transaction volume. This condition aligns with the concept of digital marketing,, which holds

that digital technology enables companies to expand their marketing reach, understand consumer behavior, and increase the effectiveness of promotions across various online platforms (Jindal & Anshika, 2023; Sharma & Siby, 2023).

The success of Giyanda.Co-leveraging video content, live streaming, and marketplaces shows that digital marketing has eliminated geographical limitations that previously served as barriers to business. Even though the business location is far from the center of the crowd, Giyanda.co still attracts consumers from various regions in Indonesia. These findings support the view of Hassan and Zahran (2023), who state that digital marketing plays an important role in increasing customer loyalty and business growth through more intensive consumer interactions.

Shopee and TikTok as Social Commerce Implementations

This study found that Shopee and TikTok Shop have different functions but complement each other in the marketing process. TikTok serves as a medium to build brand awareness and attract consumer attention through video content and live streaming, while Shopee facilitates transaction conversion by offering ease of payment, security, and various promotional programs.

The findings are in accordance with the concept of social commerce (Dinulescu et al., 2022; Kanimozhi & Sengottuvel, 2024; Regina et al., 2025; Wang et al., 2019), which holds that trading activities no longer occur solely through marketplaces but also through social interactions on digital media (Peng & Lu, 2024). In the context of social commerce, purchase decisions are influenced by interactions between sellers and consumers, digital content, customer reviews, and the social features available on the platform (Bryant & Basu, 2023).

The live-streaming activity on Giyanda.Co demonstrates how social commerce creates a more interactive shopping experience. Consumers not only see products, but can also communicate directly with sellers, ask questions, and obtain information in real time. According to Kong et al. (2016), this kind of interaction can increase consumer engagement, which ultimately affects purchase intent.

In addition, the yellow basket feature in TikTok Shop shortens the purchase process by allowing consumers to complete transactions immediately after viewing promotional content. This condition shows that integrating social media with e-commerce can create a more effective, efficient purchasing process.

Customer Trust as the Main Factor of Success

One of the study's important findings is the high level of customer trust in Giyanda.co. This trust is built through the delivery of honest product information, complete descriptions, product quality that is in accordance with promotions, and responsive service during live streaming.

From a marketing perspective, customer trust is a factor that greatly determines purchasing behavior and customer loyalty (Matzler et al., 2006). Monfort et al. (2025) explain

that product quality, customer service, and good communication are the main factors in building consumer trust in a brand.

The study's findings show that consumers in Giyanda.Co feel confident to make a repeat purchase because the previous transaction experience matches their expectations. This is evident from the many positive reviews and repeat orders from customers. This condition supports the research of Alekam et al. (2017) and Dananjoyo (2023), who stated that effective communication, product quality, and appropriate pricing will shape customer trust, which in turn influences purchase decisions.

In the context of social commerce, trust is becoming increasingly important because consumers cannot see or touch products directly. Therefore, live-streaming activities carried out by Giyanda.co serve to reduce consumer uncertainty and increase confidence in product quality.

Brand Awareness through Content and Live Streaming

This study also found that Giyanda. Co's consistency in creating TikTok content and live streaming contributes to increased brand awareness. Before actively using TikTok Shop, Giyanda.co was a relatively unknown hijab store. However, through educational content, promotional videos, and daily live broadcasts, the brand Giyanda.co is increasingly known to the public.

This finding aligns with the research of AlFraihat et al. (2025), Haque et al. (2022), which explains that social media has a strong ability to increase brand awareness by disseminating content that is interesting and easy for users to share. In the digital environment, the more often a brand appears on a user's timeline, the greater the likelihood that it will be remembered and considered when consumers make a purchase.

In addition, the results show that videos that attract a lot of interaction can significantly increase the number of store visits and sales. This shows that TikTok's algorithm plays an important role in expanding the organic reach of promotions. Thus, brand awareness built through digital content is one of the factors that support the increase in Giyanda.co sales.

Implementation of Sharia Marketing in Digital Strategy

The study's findings show that Giyanda. co's success is not determined solely by digital technology but also by the application of Sharia marketing principles. In carrying out digital marketing, Giyanda.co applies the values of honesty, information disclosure, price fairness, and maintaining communication ethics in all promotional activities.

According to Alserhan (2017)and Kaur (2023), sharia marketing is a marketing activity based on Islamic values such as honesty (ṣidq), trust, justice ('adl), and social responsibility. This principle requires business actors to avoid information manipulation, fraud, gharar (ambiguity), and all transactions that are detrimental to consumers.

The study's findings show that Giyanda.co always includes detailed product descriptions, shows the product's condition during live streaming, and avoids excessive promotion. This practice reflects the principles of transparency and trust in Sharia marketing.

The results of this study are also relevant to the concept of sharia marketing proposed by Hermawan Kartajaya and Muhammad Syakir Sula (2006). According to them, sharia marketing is a process of creating, offering, and exchanging values that must be in accordance with the Islamic covenant and the principles of muama. The main characteristics of sharia marketing include theistic *(rabbaniyyah)*, ethical *(akhlaqiyyah)*, realistic *(al-waqi'iyyah)*, and humanistic *(insaniyyah)*.

The characteristics of *rabbaniyyah* are evident in the orientation of Giyanda.co, which not only pursues profits but also seeks business blessings. The characteristics of akhlaqiyyah are reflected in polite, honest communication in product promotion. The characteristics of al-waqi'iyyah are evident in Giyanda. co's ability to utilize modern digital technology without abandoning Islamic values. Meanwhile, the characteristics of insaniyyah are seen in efforts to maintain customer satisfaction, provide good service, and guarantee consumer rights.

Thus, this study shows that digital marketing and Sharia marketing are not mutually exclusive. On the contrary, the two can run synergistically. The use of Shopee and TikTok Shop as modern marketing media, combined with sharia principles, has been proven to increase sales, build customer trust, strengthen brand awareness, and create a sustainable, long-term relationship between Giyanda.co and consumers

CONCLUSION

This study concludes that the sharia digital marketing strategy implemented by Giyanda.co through Shopee and TikTok Shop plays an important role in increasing sales of hijab products while strengthening the business position in the Muslim fashion market. The strategy implemented not only focuses on promotion and sales but also integrates Sharia marketing principles, such as honesty, transparency, trustworthiness, price fairness, and ethics, in its communication with consumers. The implementation of these values can be seen through the delivery of accurate product information, the use of content in accordance with Islamic principles of politeness, and customer satisfaction-oriented service.

The results of the study show that the use of Shopee and TikTok Shop is based on strategic functions that complement each other. Shopee is used as a secure, trusted transaction platform with support for various promotional features, while TikTok Shop is used as a medium to increase market reach, build brand awareness, and attract new customers through video content and live streaming. The combination of the two platforms enables Giyanda.co to reach consumers more widely and improve the effectiveness of its digital marketing.

This study also found that implementing sharia digital marketing strategies positively impacts sales volume, brand awareness, customer trust, and customer loyalty, as evidenced by repurchases and positive consumer reviews. This success shows that the use of digital technology, combined with sharia values, can create sustainable relationships between business actors and consumers while supporting sustainable business growth.

Theoretically, this study strengthens the relationships among digital marketing, social commerce, customer trust, brand awareness, and Sharia marketing in the context of micro

and small businesses in the Muslim fashion sector. In practice, the results of this research can serve as a reference for Muslim business actors in developing digital marketing strategies that are not only effective in business but also in accordance with Islamic principles.

This research still has limitations because it focuses on a single research object, namely Giyanda.co. Therefore, further research is recommended to conduct a comparative study of several Muslim fashion businesses and other business sectors to gain a broader understanding of the effectiveness of sharia-compliant digital marketing across various business contexts. In addition, future research can use a quantitative approach to more specifically measure the influence of digital marketing, social commerce, customer trust, and brand awareness variables on increased sales and customer loyalty.

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