

Sharia Product Marketing Communication an Analysis of Consumer Confidence

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Abstract

This study aims to analyze the role of marketing communication in building consumer trust in sharia products. A case study was conducted at the Amil Zakat Darul Ihsan Berbagi Cimahi Institution which operates in the sharia philanthropic sector. This study explores the factors that shape consumer trust in sharia products, such as the role of halal certification, product quality, and customer testimonials. In addition, the marketing communication strategies used are also analyzed, especially in the context of digital communication. The results of the study show that the combination of sharia marketing ethics, the use of social media, and adherence to sharia principles is very important in building consumer trust. The study concludes with recommendations for sharia philanthropic institutions to be more effective in communicating Islamic values in their marketing campaigns.

Keywords

Marketing Communication
Sharia Products
Consumer Trust
Halal Certification
Amil Zakat Institute

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Introduction

Marketing communication has an important role in building consumer trust in sharia products. As demand for products that comply with sharia principles increases, companies and Islamic financial institutions face challenges in communicating the values underlying these products. In the Indonesian context, institutions such as the Amil Zakat Institute (LAZ) Darul Ihsan Berbagi Cimahi have positioned themselves as one of the key actors in the development of the sharia philanthropic sector. Sharia institutions need to emphasize the aspect of consumer trust in their marketing communication strategies. This trust can be built through various elements, such as halal certification, company reputation, and customer testimonials. This study aims to understand how sharia institutions such as LAZ Darul Ihsan Berbagi Cimahi build consumer trust through marketing communication in accordance with Islamic principles.

Marketing communication is a strategic process that involves using various communication channels to convey a message to consumers. In the context of sharia, marketing communication is not only about selling products, but also about conveying ethical values that are in accordance with Islamic teachings, such as honesty, transparency, and responsibility. According to Stukalina (2019), "effective marketing communication must incorporate elements of branding, promotion, and service that are in line with consumer needs and preferences". In the case of sharia products, companies must be able to demonstrate their commitment to sharia compliance through halal certification and affirmation that their products are in accordance with Islamic principles. This certification can be a very effective tool in building trust, as consumers tend to choose products that are considered legitimate and in accordance with their religious values.

Consumer trust plays an important role in purchasing decisions, especially in the context of sharia products. Consumers who believe that the product is in accordance with sharia principles will be more likely to be loyal to the brand. "Consumer trust in the sharia context is influenced by several factors, including the company's reputation, the presence of halal certification, and positive experiences from other customers". Meanwhile,

the Darul Ihsan Berbagi Cimahi Amil Zakat Institute (LAZ) is one example of an organization that has been successful in managing sharia philanthropy through an effective marketing communication approach. LAZ Darul Ihsan not only focuses on delivering a message about the importance of zakat, infaq, and alms (ZIS), but also emphasizes transparency and accountability in fund management. The use of technology and social media in spreading the messages of sharia philanthropy helps increase public visibility and trust in this institution.

This review refers to previous research that discuss, "marketing communications that focus on transparency and community empowerment have a positive impact on trust and participation in Sharia philanthropy" (Budianto & Dewi, 2024). Institutions such as LAZ Darul Ihsan leverage digital technology to provide detailed and easily accessible reports to the public on the distribution of funds and their impact on society. As a challenge faced by sharia institutions in building consumer trust is not easy. One of the main challenges is ensuring that all marketing activities are completely compliant with sharia principles. LAZ Darul Ihsan, utilizes technology products in information disclosure as a form of responsibility. This is done for public trust. Because, from previous assessments, "there is often a gap between the message conveyed by sharia companies and consumers' perception of the product's sharia compliance" (Budianto & Dewi, 2024).

On the other hand, great opportunities arise with the growing Islamic finance sector in Indonesia. Consumers are increasingly looking for products that are not only in accordance with sharia principles, but also meet high quality standards. In this context, sharia institutions can differentiate themselves by emphasizing their commitment to sustainability, ethics, and social responsibility, all of which are in line with Islamic teachings. The theories that are the basis for this study include: First, Sharia marketing communication, which is a strategy that aims to promote products or services in accordance with Islamic teachings. "Al-Quran and Hadith are often used as the main reference in the formation of sharia business ethics, which emphasizes honesty, transparency, and justice". In marketing communication, this means conveying information that is honest, non-deceptive, and respectful of Islamic values (Kurniawan & Sokarina, 2024). The theories that are the basis for this study include: First, Sharia marketing communication, which is a strategy that aims to promote products or services in accordance with Islamic teachings. "Al-Quran and Hadith are often used as the main reference in the formation of sharia business ethics, which emphasizes honesty, transparency, and justice". In marketing communication, this means conveying information that is honest, non-deceptive, and respectful of Islamic values (Aziz et al., 2019; Bolatito & Wahab, 2024).

Second, Consumer Trust in Sharia Products. "Consumer confidence is influenced by several key factors, such as halal certification provided by authoritative institutions, product quality, and company reputation" (Muflih & Juliana, 2021). Previous research has shown that consumers are more likely to trust products with halal certification, especially in markets that are highly sensitive to sharia compliance. Third, Digital Marketing Communication Strategy. In the digital era, the use of social media and e-commerce is a very effective tool in spreading sharia marketing messages. Yudha et al. (2024) research "shows that digital marketing strategies can significantly increase the reach of sharia products, especially among young consumers who are more tech-savvy". Sharia marketing communication is the implementation of a marketing strategy guided by Islamic teachings, which emphasizes ethical values such as honesty, transparency, and justice. "Al-Quran and Hadith are the foundation in the formation of sharia business ethics, which emphasizes that every business action must be based on good intentions and must not exploit or deceive consumers". In the context of marketing, this means that all marketing messages must be honest and not misleading, as well as respect religious norms (Abuznaid, 2012).

Halal certification is one of the key factors in building consumer trust in sharia products. "Consumers are more likely to trust products that have halal certification, especially in countries that are sensitive to sharia compliance. This certification is a sign of assurance that the product has gone through a process in accordance with Islamic teachings, starting from raw materials to the production process (Chaudry et al., 2000). In real conditions, sharia institutions such as the Amil Zakat Institute (LAZ) in Indonesia have succeeded in using halal certification as an effective marketing tool. Consumer trust in these institutions comes not only from

the certification but also from the reputation of the institutions themselves. Thus, the reputation of a company or institution plays an important role in building and maintaining consumer trust.

The use of social media and e-commerce platforms has opened up new opportunities for the marketing of sharia products. "Digital marketing strategies have helped increase the reach of sharia products, especially among young consumers who are more tech-savvy" (Mezzanatto-McNair, 2019). For example, in Indonesia, many sharia philanthropic institutions use social media to disseminate information about their services, increase public participation in zakat and alms programs, and expand the scope of their messages to a wider audience. Sharia marketing strategies through social media often involve an education-focused approach. It aims to provide consumers with a better understanding of the importance of adhering to Islamic principles in daily consumption, thereby creating long-term loyalty (Ashraf et al., 2015).

Research on Islamic marketing communication generally concentrates more on the banking and financial sectors, especially in an effort to build trust through strategies guided by Islamic values. Although the literature on sharia marketing in the financial sector has grown rapidly, there is a research gap in the sharia philanthropy sector. In fact, institutions such as the Amil Zakat Institute (LAZ) play a crucial role in the management of zakat, infaq, alms, and waqf (ZISWAF) which requires an effective marketing strategy to build trust and attract donors. "Most sharia marketing studies focus on banking, insurance, and sharia financial products, where factors such as halal certification, institutional reputation, and sharia compliance have been identified as key in building consumer trust" (Andespa et al., 2024). However, few studies have explored how sharia philanthropic institutions use communication strategies to attract and retain donors. In the context of philanthropy, where the main focus is not on commercial products but on social services, sharia communication strategies are different and require a more educative and relational approach.

LAZ Darul Ihsan Berbagi Cimahi, as one of the prominent sharia philanthropic institutions, provides an important example of how sharia marketing strategies can be applied in the philanthropic sector. This research offers a new contribution by exploring how LAZ applies sharia principles such as honesty, transparency, and fairness in communicating with donors, as well as how this impacts donor trust and loyalty levels. This research makes an important contribution to the literature of sharia marketing communication by introducing a broader perspective on the sharia philanthropic sector. LAZ Darul Ihsan Berbagi Cimahi uses a different approach to attracting and retaining donors. The strategy used focuses not only on halal certification or corporate reputation, but also on strengthening personal and emotional relationships with donors through sustainable and transparent programs. "This reflects the adaptation of sharia principles in the context of philanthropy which is more oriented towards social and spiritual values".

This approach shows that sharia marketing communication in the philanthropic sector not only serves as a tool to increase donor participation but also as a means to strengthen a sense of social responsibility among the Muslim community. Innovations in communication methods, such as the use of social media and digital platforms, have also allowed institutions like LAZ to reach more potential donors who are tech-savvy and more responsive to digital campaigns. By filling the gap in the literature, this study shows that the sharia philanthropic sector needs greater attention in the study of sharia marketing communication. Institutions such as LAZ Darul Ihsan Berbagi Cimahi show that ethical and Islamic values-based marketing communication can build donor trust and ensure the sustainability of philanthropic programs. This research contributes to developing an understanding of how sharia marketing communication can be adapted in different contexts, especially in the philanthropic sector which has a significant role in social development

Methods

This study uses a qualitative approach with a case study method. The Amil Zakat Darul Ihsan Berbagi Cimahi Institute was chosen as the research locus because this institution has a good reputation in managing zakat and waqf in the Cimahi area. Data was collected through in-depth interviews with LAZ managers, as well as content analysis of their marketing materials, including websites, social media, and annual reports. Participants in this study include institutional managers, consumers (zakat recipients and donors), and

religious leaders who have a role in sharia supervision. The analysis technique used is thematic analysis to identify patterns in marketing communication strategies used by institutions.

A qualitative approach has long been used in social science research to study complex social phenomena, including in the context of sharia marketing communication. Case studies are one of the effective methods in exploring specific cases in depth. In this study, the Amil Zakat Institute (LAZ) Darul Ihsan Berbagi Cimahi was chosen as the focus of research because this institution has a good reputation in the management of zakat and waqf funds. This qualitative research aims to understand how the sharia marketing communication strategy is applied by LAZ Darul Ihsan Berbagi Cimahi to build consumer trust. A qualitative approach is the right choice to understand the process and social interaction that plays a role in building consumer trust in products or services marketed in sharia. "The qualitative approach allows researchers to delve into the participants' experiences in depth as well as map the communication patterns they use in specific contexts".

In this study, a qualitative approach was applied to reveal how LAZ Darul Ihsan Berbagi Cimahi uses various marketing communication strategies to attract and retain donors. The focus of this research is on the interaction that occurs between institutions and their consumers, as well as how the communication is regulated in accordance with sharia principles. "Case studies are a commonly used method in qualitative research, especially when researchers want to understand certain phenomena in depth in real-life contexts". This study uses a case study approach because LAZ Darul Ihsan Berbagi Cimahi offers rich examples to explore related to sharia marketing strategies in the context of philanthropic institutions. "Case studies provide an opportunity to analyze phenomena in a natural setting and allow for an in-depth understanding of the internal dynamics of the institution, including how marketing communications are formulated, implemented, and evaluated". By choosing LAZ Darul Ihsan Berbagi Cimahi as the research locus, researchers can further explore how the institution builds consumer trust through Islamic ethical principles.

In qualitative research, data collection is often carried out through direct interaction methods such as in-depth interviews and document analysis. In-depth interviews are one of the main techniques used in this study to obtain data from various participants who are directly involved in the operational activities of LAZ Darul Ihsan Berbagi Cimahi. Interviews were conducted with institutional managers, consumers (zakat recipients and donors), and religious leaders who have an important role in sharia supervision. The data collected through interviews allowed the researcher to understand the views and experiences of the participants regarding the marketing strategies implemented by LAZ. "In-depth interviews are an ideal method to explore the thoughts and feelings of research subjects in the context of a particular phenomenon". In this study, the interviews aimed to explore the perceptions of donors about institutional transparency, how they see trust in the context of marketing communication, as well as how sharia aspects influence their donation decisions.

In addition to interviews, data is also collected through content analysis of the agency's marketing materials, such as websites, social media, and annual reports. This content analysis aims to understand how the institution communicates its programs, the sharia values applied in marketing, and how the institution's image is built through the communication media used. Thematic analysis is used in this study to identify and analyze patterns or themes that emerge from the data collected. This technique is suitable for use in "case studies because it allows researchers to organize and interpret qualitative data in a systematic manner". In the context of this study, thematic analysis helps researchers in identifying the main themes in the marketing communication strategy used by LAZ Darul Ihsan Berbagi Cimahi.

The thematic analysis process begins with data transcription from in-depth interviews and content analysis. After that, the data is broken down into smaller units, which are then encoded according to the themes that emerge. The themes identified include transparency in marketing communication, the importance of halal certification, and the role of social media in reaching consumers (donors). "Thematic analysis involves not only encoding the data, but also interpreting the deeper meanings of the patterns that emerge from the data". The results of the analysis show that LAZ Darul Ihsan Berbagi Cimahi implements various marketing communication strategies that focus on transparency and accountability. This can be seen from the financial

reports that are publicly published on social media and the institution's website. Consumers (donors) stated that information disclosure regarding the use of zakat and waqf funds is very important in building trust.

In addition, halal certification from the Indonesian Ulema Council (MUI) also plays an important role in building consumer trust. The certification not only ensures that zakat and waqf funds are managed in accordance with sharia principles, but also adds to the credibility of the institution in the eyes of potential donors. This finding is in line with the previous assessment, which stated "that halal certification is a key factor in building consumer trust in Sharia-based products and services". In the context of digital marketing, LAZ Darul Ihsan Berbagi Cimahi uses social media as the main platform to communicate with consumers. The use of Facebook and Instagram allows institutions to reach a wider audience, including younger, more tech-savvy donors. "Social media plays an important role in building consumer loyalty in the Sharia philanthropic sector".

Results and Discussion

Sharia marketing communication has become a key element in the management of philanthropic institutions in Indonesia, especially in the midst of the rapid growth of the zakat and waqf sector. Sharia philanthropic institutions such as the Amil Zakat Institute (LAZ) Darul Ihsan Berbagi Cimahi play an important role in managing zakat, infaq, alms, and waqf (ZISWAF) funds, as well as in building donor trust through the application of marketing communication principles that are in line with Islamic teachings. Principles such as transparency, honesty, and accountability are important foundations in the communication carried out by these institutions, to ensure that the funds collected are managed in a trustworthy manner and have a positive impact on the beneficiary community.

In the context of sharia philanthropy, consumer trust (donors) is the main factor that determines the success of an institution in attracting and retaining donors. This trust is built through various elements, including halal certification from authoritative institutions such as the Indonesian Ulema Council (MUI) and accreditation from the Ministry of Religious Affairs. This certification provides assurance to donors that the zakat fund management institution really complies with sharia principles. In addition, the institution's reputation for efficient management is also an important factor in building long-term trust.

Along with the development of digital technology and social media, institutions such as LAZ Darul Ihsan Berbagi Cimahi have leveraged digital platforms such as Facebook and Instagram to increase their communication reach. The use of social media allows the institution to reach a wider audience, not only from the local area but also from abroad. This is even more relevant during the month of Ramadan, when digital campaigns tend to be more effective in increasing donations. With the implementation of transparent communication, coupled with clear reporting on the use of funds, the institution has succeeded in building loyalty among donors who are committed to sharia principles. Several things are a reference in this study, including?

First, the Basic Principles of Sharia Marketing Communication. The results of the study show that LAZ Darul Ihsan Berbagi Cimahi uses a communication approach that focuses on transparency and honesty, which is in line with Islamic principles. For example, this institution consistently emphasizes how zakat and waqf funds are used, as well as their impact on society. The basic principles of sharia marketing communication, such as transparency and honesty, play an important role in building donor trust in sharia philanthropic institutions. Research conducted at LAZ Darul Ihsan Berbagi Cimahi shows that this institution consistently applies these principles in all communication and zakat management activities. This principle not only supports the reputation of the institution but also builds long-term relationships with donors based on trust and commitment to Islamic values.

In the theory of sharia marketing communication, the concept of honesty and transparency is a key element adopted from Islamic teachings that emphasize ethics in doing business, as stated in the Qur'an and Hadith. "In the perspective of sharia, every business transaction must be carried out with honesty, and the information conveyed to consumers must not be misleading". This is where honest and transparent communication is

important in the context of sharia philanthropy, where donors rely on institutional reports to ensure that the funds they provide are used in a trustworthy manner and have an impact on beneficiaries.

In a field study at LAZ Darul Ihsan Berbagi Cimahi, this institution emphasized the importance of transparent reporting to donors regarding the use of zakat and waqf funds. For example, the annual report presented by this institution includes detailed information on the amount of funds collected, the distribution of funds to beneficiaries, as well as concrete results achieved through social programs funded by zakat and waqf. This strategy is in line with the theory that "consumers tend to trust institutions that provide open and clear reporting on the use of funds".

Transparency is also strengthened by certification and accreditation from authoritative institutions such as the Indonesian Ulema Council (MUI) and the Ministry of Religious Affairs, which ensures that LAZ Darul Ihsan Berbagi Cimahi operates in accordance with sharia principles. Halal certification from MUI, for example, provides assurance to donors that the institution adheres to strict sharia compliance standards. "Halal certification is one of the main factors that affect consumers' decisions in choosing Sharia products or institutions" (Ratnasari et al., 2021; Razak et al., 2019). However, challenges remain in the implementation of transparency in the field, especially when institutions must balance between maintaining sharia compliance and facing competition in the sharia philanthropy sector. The dynamics of the sharia philanthropic market show that zakat institutions compete in attracting the attention of donors through digital campaigns and technological innovation. LAZ Darul Ihsan Berbagi Cimahi has adopted a digital technology approach in their communication strategy, especially through the use of social media such as Facebook and Instagram to disseminate information about their zakat and waqf programs.

During the month of Ramadan, known as the peak time for donations, LAZ Darul Ihsan Berbagi Cimahi launched a digital campaign that emphasizes the importance of zakat and waqf as a religious obligation. The campaign not only utilizes social media platforms, but is also supported by transparent reports that show how each donation is used to empower the poor. "Digital campaigns can increase engagement and build loyalty among donors, especially if supported by accurate and transparent reporting on the social impact of these philanthropic programs" (Kumar & Chakrabarti, 2023). Thus, the application of the basic principles of sharia marketing communication at LAZ Darul Ihsan Berbagi Cimahi, such as transparency and honesty, not only builds donor trust but also strengthens the institution's position in the competition in the sharia philanthropic sector. A communication strategy based on Islamic values, supported by halal certification and clear reporting, has proven to be a key factor in retaining and attracting donors who are committed to sharia principles. The following is a table of the basic principles of sharia marketing communication at LAZ Darul Ihsan Berbagi Cimahi, based on the information provided:

Table 1. Principles of sharia marketing communication

Basic Principles	Explanation	Implementation
Transparency	Transparency is a sharia principle that requires institutions to provide honest and open information to donors regarding the use of funds.	An annual report that includes details of the funds collected, distribution to beneficiaries, and social outcomes of programs financed by zakat and waqf.
Honesty	Honesty is a key element in sharia communication, where institutions must ensure that the information provided to donors does not contain fraud.	In the report on the use of funds, this institution provides an honest explanation of the impact resulting from each program financed by zakat and waqf donations.
Transparent Reports	Institutions are required to report the use of funds in detail to donors to build trust and ensure the proper use of funds.	The agency's annual report includes details of the funds raised and how the funds are used to help the poor.

Halal Certification and Accreditation	Halal certification and accreditation by sharia authorities add to the credibility of the institution and convince donors that the institution operates in accordance with sharia principles.	LAZ Darul Ihsan Berbagi Cimahi has halal certification from MUI and accreditation from the Ministry of Religious Affairs, which ensures compliance with sharia principles.
Digital Technology Innovation	The institution uses digital technology to reach a wider range of donors and compete in the sharia philanthropic market.	Digital campaigns on Facebook and Instagram to promote zakat and waqf programs, particularly during the month of Ramadan, are supported by transparent reports.

Second, Factors Affecting Consumer Confidence. Consumer trust in LAZ Darul Ihsan Berbagi Cimahi is greatly influenced by halal certification from the Indonesian Ulema Council (MUI) and accreditation from the Ministry of Religious Affairs. In addition, the institution's reputation as an efficient manager of zakat funds also strengthens donor trust. Consumer trust, especially donors, in sharia philanthropic institutions such as LAZ Darul Ihsan Berbagi Cimahi is an important aspect of the institution's operational success. This trust does not just appear, but is built through various factors, including halal certification from the Indonesian Ulema Council (MUI), accreditation from the Ministry of Religious Affairs, and the institution's reputation in managing zakat funds efficiently. In this context, the theory of consumer trust supported by sharia compliance and transparent fund management becomes relevant.

In the theory of consumer trust, transparency and accreditation provided by authoritative institutions play a major role in building a sense of security and trust from donors. "Halal certification and sharia accreditation from authoritative institutions increase confidence that an institution or product adheres to strict sharia principles, which ultimately strengthens consumer confidence" (Asif & Akhlaq, 2024). In the case of LAZ Darul Ihsan Berbagi Cimahi, certification from the MUI and accreditation from the Ministry of Religion provide legitimacy to the institution's operations, as well as ensure that the management of zakat, infaq, and waqf funds is carried out in compliance with sharia rules.

Objectively in the field, halal certification from MUI not only serves as a marker of compliance with sharia, but also a quality assurance recognized by the wider community. Consumers who are sensitive to sharia principles tend to prefer institutions that have this kind of certification. For example, a study by Silalahi et al. (2022) shows that more than 80% of Muslim consumers in Indonesia consider halal certification to be a key factor in choosing products or services, including philanthropic services. In the context of LAZ Darul Ihsan Berbagi Cimahi, this certification not only provides a sense of security, but also strengthens a positive perception in the eyes of donors who want to ensure that their funds are channeled in accordance with Islamic rules.

Accreditation from the Ministry of Religion also plays an important role in strengthening consumer trust. This accreditation ensures that the zakat institution not only meets good administrative and management standards, but also complies with sharia principles in all its operations. The Indonesian Ministry of Religious Affairs has developed an accreditation framework that ensures that zakat institutions have good managerial capabilities, have clear reporting mechanisms, and meet sharia compliance standards. "Zakat institutions that have accreditation and recognition from government agencies tend to have a higher level of trust from donors, compared to institutions that do not have accreditation".

Another factor that also strengthens consumer trust in LAZ Darul Ihsan Berbagi Cimahi is the reputation of this institution as an efficient manager of zakat funds. This reputation is built through consistency in transparent and accountable fund management. "Donors tend to trust reputable institutions in terms of fund management efficiency, especially in targeted distribution and open reporting". In the case of LAZ Darul Ihsan Berbagi Cimahi, the institution periodically publishes detailed reports on the use of zakat and waqf funds, which include information on the amount of funds collected, the allocation of funds, and the impact of programs funded by zakat.

In the field, LAZ Darul Ihsan Berbagi Cimahi utilizes technology to increase efficiency and transparency. By leveraging digital platforms such as social media and mobile apps, the institution not only expands the reach of donations, but also provides easy access for donors to monitor the use of their funds. The digital reporting system they developed allows donors to see the progress of the programs they support in real-time. "Digital transparency in philanthropic reporting can increase donor trust and loyalty, especially among the younger generation who are more tech-savvy". In addition, its reputation as an efficient fund manager is also supported by LAZ Darul Ihsan Berbagi Cimahi's ability to identify community needs and distribute funds in a targeted manner. This efficiency includes a fast and timely distribution process, as well as empowerment programs that have a significant impact on beneficiaries. "Donors tend to be more loyal to institutions that can prove the real impact of the use of zakat funds through community empowerment programs.

Overall, consumer confidence in LAZ Darul Ihsan Berbagi Cimahi is influenced by a combination of factors such as halal certification from MUI, accreditation from the Ministry of Religious Affairs, and the institution's reputation as an efficient manager of zakat funds. Consumer trust theory emphasizes the importance of transparency, accreditation, and reputation in building and maintaining trust, which has proven relevant in the context of sharia philanthropic institutions. In practice, LAZ Darul Ihsan Berbagi Cimahi has successfully integrated sharia principles in its operations and utilized technology to strengthen donor trust. The following is a table that clarifies the factors that affect consumer confidence in LAZ Darul Ihsan Berbagi Cimahi:

Table 2. Factors affecting consumer confidence

Factor	Explanation	Implementation
MUI Halal Certification	Halal certification from MUI increases confidence that the institution adheres to strict sharia principles.	MUI halal certification is recognized by the wider community as a guarantee of sharia quality, so that donors feel safe that the funds they distribute are used in accordance with Islamic rules.
Accreditation from the Ministry of Religion	This accreditation ensures that the institution meets good managerial standards and sharia compliance in all its operations.	Accreditation from the Ministry of Religious Affairs provides assurance to donors that LAZ Darul Ihsan Berbagi Cimahi has a clear reporting mechanism and meets good management standards.
Reputation as an Efficient Zakat Manager	The institution's reputation as an efficient zakat manager strengthens donor trust, especially in the distribution of funds on target and open reporting.	The institution consistently publishes detailed reports on the collection and allocation of zakat funds, which shows the real impact of the community empowerment programs they run.
Utilization of Digital Technology	The use of digital technology increases efficiency and transparency, and makes it easier for donors to monitor the use of their funds.	LAZ Darul Ihsan Berbagi Cimahi uses social media and mobile applications to expand the reach of donations and provide easy access for donors to monitor the progress of the programs they support.
Targeted Distribution of Funds	The ability of institutions to identify community needs and distribute funds quickly and on target increases donor trust.	The process of distributing funds quickly and on time, as well as empowerment programs that have a significant impact on beneficiaries.

Third, Marketing Communication Strategy, Consumer Perception and Attitude. LAZ Darul Ihsan Berbagi Cimahi uses social media such as Facebook and Instagram as the main channel to communicate their zakat and waqf programs. They also take advantage of digital campaigns during the month of Ramadan, when donations increase significantly. The marketing communication strategy implemented by LAZ Darul Ihsan Berbagi Cimahi utilizes social media such as Facebook and Instagram as the main channel to promote zakat and waqf programs. This shows the institution's adaptation to the development of digital technology, which

is an important element in reaching a wider and more diverse audience. The digital campaign carried out during the month of Ramadan is one of the key moments when the number of donations increases significantly. Social media has become one of the most effective platforms for marketing communication, especially in the context of philanthropy and charity. Social media allows for direct interaction between the institution and donors, creating a more personal and emotional relationship. In the LAZ Darul Ihsan Berbagi Cimahi activity, the use of social media allows institutions to promote zakat and waqf programs more effectively, especially during certain periods such as Ramadan, where public interest and participation in philanthropic activities tend to increase.

Objectively in the field, LAZ Darul Ihsan Berbagi Cimahi utilizes interactive features on social media such as short videos, live streaming, and attractive visual posts to attract donors' attention. "Interactive visual content has a significant influence on engagement on social media, especially in the context of philanthropic marketing". For example, during Ramadan campaigns, the agency increased the intensity of posts and used emotionally evocative narratives, such as stories about beneficiaries, that encouraged emotional engagement and donor participation. The use of social media during Ramadan is not only effective in reaching a larger audience, but it also helps to increase donor engagement and loyalty. LAZ Darul Ihsan Berbagi Cimahi has succeeded in taking advantage of this momentum to increase donations by communicating urgent needs that must be met immediately through zakat and waqf contributions. By making optimal use of social media, LAZ Darul Ihsan Berbagi Cimahi not only increases the visibility of its program, but also builds closer relationships with donors. Social media allows for greater transparency, where institutions can directly show the results of donations given, for example through visual reports or testimonials from beneficiaries. This creates higher trust among donors, "transparency and consistent communication through digital media are key in maintaining consumer trust and loyalty, especially in the context of philanthropy".

Consumers (donors) stated that transparency in fund usage reports is the main factor that makes them loyal. The study also found that religious factors play an important role in donation decisions, where many donors feel obligated to give zakat to institutions that adhere to sharia principles. The perception and attitude of consumers or donors towards institutions such as LAZ Darul Ihsan Berbagi Cimahi is greatly influenced by two main factors: transparency in reporting the use of funds and the institution's compliance with sharia principles. Consumers tend to judge the integrity of philanthropic institutions based on the extent to which they can ensure that the funds they donate are properly managed and in accordance with the religious values they profess. Transparency in fund reporting allows institutions to build trust and increase donor loyalty, an important element in the management of zakat and waqf.

According to trust theory in philanthropic marketing, transparency is a key element that drives long-term donor engagement. When agencies are able to provide clear and accessible reports on the use of funds, they create a sense of responsibility and accountability that donors recognize. This is very relevant in the context of zakat institutions such as LAZ Darul Ihsan Berbagi Cimahi, where "openness to the use of zakat, infaq, and alms funds is the main parameter in maintaining consumer trust". Objectives in the field show that LAZ Darul Ihsan Berbagi Cimahi consistently provides an annual report detailing the allocation of funds and their impact on beneficiaries. These reports are usually delivered through social media, official websites, and brochures distributed to donors.

The above description, in accordance with previous studies that show that "donors are more likely to contribute to institutions that openly disclose information about fund management, this transparency not only increases credibility but also motivates donors to continue to provide their support". In addition to transparency, religious factors are also the main driver in donor donation decisions. Donors feel that giving zakat to institutions that comply with sharia principles is a religious obligation that must be fulfilled. The theory of religious motivation in Islamic philanthropy explains that the intention to do good deeds is driven by religious commands that encourage Muslims to distribute some of their wealth to those in need. "A sense of moral responsibility rooted in the teachings of Islam provides a strong incentive for donors to choose the zakat institution that they consider to be the most compliant with Sharia principles".

Objective conditions in the field support this, where LAZ Darul Ihsan Berbagi Cimahi received halal certification from the Indonesian Ulema Council (MUI) and accreditation from the Ministry of Religious Affairs. This certification provides assurance to donors that all activities of the institution are carried out in accordance with sharia law. "Compliance with sharia principles not only provides legitimacy to zakat institutions but also strengthens donor trust in the context of Islamic philanthropy". As a result, LAZ Darul Ihsan Berbagi Cimahi has managed to build a loyal donor base, who feel that their donations not only help people in need but also bring them closer to God through adherence to Islamic teachings.

Fourth, Compliance with Sharia Principles. The philanthropic products offered by LAZ Darul Ihsan Berbagi Cimahi, such as zakat, infaq, and alms, all comply with sharia principles. This is evidenced by the involvement of the Sharia Council which is active in supervising the operation of the institution, as well as in giving fatwas related to the use of funds. Compliance with sharia principles is one of the key factors in building public trust in philanthropic institutions such as LAZ Darul Ihsan Berbagi Cimahi. This institution offers philanthropic products such as zakat, infaq, and alms that fully comply with sharia rules. In this context, the role of the sharia council is very important because they are not only tasked with supervising the operation of the institution but also providing fatwas and recommendations related to the distribution and use of funds, which are in accordance with Islamic law.

According to the theory of sharia governance, philanthropic institutions based on sharia principles must ensure that every action taken both in terms of collecting and distributing funds is fully in accordance with Islamic teachings. "Supervision by sharia councils gives religious legitimacy to these institutions, thus strengthening public trust in their credibility". In practice, LAZ Darul Ihsan Berbagi Cimahi involves the sharia council in every stage of decision-making related to the use of zakat, infaq, and alms funds. They also ensure that the policies taken are in line with strict sharia guidelines. Field studies also show that the sharia council is active in evaluating the institution's financial statements and issuing fatwas on the allocation of funds to ensure that all transactions and distributions are carried out in a halal manner and in accordance with sharia law. For example, the involvement of the sharia council at LAZ Darul Ihsan Berbagi Cimahi in ensuring the allocation of funds in accordance with the sharia fatwa has increased donor trust and strengthened the image of the institution as an institution that adheres to Islamic values.

In the context of Islamic philanthropy, integrity and adherence to sharia play a significant role in encouraging donor participation. "Zakat institutions that show a high commitment to sharia principles are more likely to receive continued support from donors, because they are seen as carrying out social functions that not only meet the material needs of the community but also the spiritual needs". This compliance is not only a formality, but is at the core of the operation of sharia philanthropic institutions, where donors feel that their contributions are regulated and used responsibly and in accordance with religious law.

Facts on the ground show that LAZ Darul Ihsan Berbagi Cimahi has succeeded in building an image as a sharia-compliant institution by providing transparent reports audited by the sharia council, which guarantees that the funds managed are used for purposes that are permissible by religion. This condition reflects the practice of "sharia-based governance," where "philanthropic institutions are expected to not only comply with religious law but also provide operational examples that can increase public trust in Islamic philanthropy as a whole". According to the theory of digital marketing in the context of philanthropy, institutions that can integrate digital technology with their philanthropic strategies have a greater competitive advantage. "The ability to leverage digital technologies such as social media, websites, and online donation apps allows philanthropic institutions to reach a wider audience and create deeper engagement with donors". LAZ Darul Ihsan Berbagi Cimahi has successfully leveraged platforms such as Facebook, Instagram, and their website to communicate their zakat and waqf programs. Their digital campaigns, particularly during the month of Ramadan, have proven effective in increasing donations significantly.

The objective conditions on the ground show that the use of digital technology by LAZ Darul Ihsan Berbagi Cimahi not only increases their reach, but also strengthens relationships with donors. "In an increasingly connected global environment, sharia philanthropic institutions can expand their donor base by utilizing

digital tools that allow them to communicate with audiences in different parts of the world" (Shofiyyah et al., 2023). This can be seen in the activities of LAZ Darul Ihsan Berbagi Cimahi, which successfully reached out to donors from abroad through a well-designed online campaign that focused on the real social impact of donor contributions.

In addition, the use of digital technology also helps philanthropic institutions in managing their operations more efficiently. "Digitalization in sharia philanthropy can increase transparency and accountability, two important elements that drive donor trust". LAZ Darul Ihsan Berbagi Cimahi has implemented a digital-based reporting system that allows donors to see firsthand how their funds are being used, thereby strengthening their trust and loyalty to the institution. In addition, the use of digital technology also helps philanthropic institutions in managing their operations more efficiently. "Digitalization in sharia philanthropy can increase transparency and accountability, two important elements that drive donor trust". LAZ Darul Ihsan Berbagi Cimahi has implemented a digital-based reporting system that allows donors to see firsthand how their funds are being used, thereby strengthening their trust and loyalty to the institution.

Conclusion

This study concludes that sharia-based marketing communication strategies are very important in building consumer trust, especially in the sharia philanthropic sector. LAZ Darul Ihsan Berbagi Cimahi shows that a combination of transparency, the use of digital media, and adherence to sharia principles can create strong consumer loyalty. The recommendation for Islamic philanthropic institutions is to continue to develop communication strategies in accordance with Islamic values and utilize digital technology to increase consumer reach and trust.

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