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MAINTAINING THE BLESSING OF BUSINESS: AN ANALYSIS OF DIGITAL MARKETING WITHIN THE FRAMEWORK OF MAQASHID SHARIA

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Abstract

The rapid development of digital technology has significantly influenced business strategies, especially in marketing practices. In the Islamic perspective, marketing is not solely evaluated based on efficiency and profit, but also on its alignment with principles of maqashid sharia to ensure blessings (barakah) for both businesses and consumers. This article aims to analyze digital marketing through the lens of maqashid sharia, which encompasses five essential elements: the protection of religion (hifzh al-din), life (hifzh al-nafs), intellect (hifzh al-'aql), wealth (hifzh al-mal), and lineage (hifzh al-nasl). By utilizing a descriptive qualitative approach with library research, this study explores how the integration of maqashid sharia can guide ethical and just business practices in digital marketing. The findings suggest that embedding maqashid sharia into digital marketing strategies promotes not only material success but also spiritual and ethical prosperity, ensuring a holistic and sustainable business model. This research contributes to the contemporary literature on Islamic economics, proposing a framework for businesses to navigate digital marketing in a way that is both ethically sound and aligned with Islamic values.

Keywords: *Digital Marketing, Maqashid Sharia, Islamic Business Ethics*.

INTRODUCTION

The rapid advancement of digital technologies over the past two decades has fundamentally reshaped the way businesses operate globally. Digital marketing, in particular, has emerged as a critical tool for companies aiming to connect with broader audiences, enhance brand visibility, and increase sales. Platforms such as social media, email marketing, search engine optimization (SEO), and content marketing have revolutionized the landscape of business operations, providing companies with unprecedented access to consumers. However, while digital marketing offers numerous opportunities for business growth, it also raises concerns related to ethics, consumer well-being, and the alignment of business practices with moral values. In an Islamic context, marketing practices cannot merely focus on financial outcomes or customer engagement but must also adhere to ethical principles derived from Islamic teachings, particularly those encapsulated in the concept of *maqashid sharia*.

Maquashid Sharia refers to the higher objectives of Islamic law, which seek to preserve and promote the well-being of individuals and society as a whole. The five key objectives of *maqashid sharia* are the protection of religion (*hifzh al-din*), life (*hifzh al-nafs*), intellect (*hifzh al-'aql*), wealth (*hifzh al-mal*), and lineage (*hifzh al-nasl*). These principles serve as guidelines for determining the ethical boundaries of human conduct in various aspects of life, including

business and commerce. According to scholars such as Al-Ghazali in Possumah (2024) and Asy-Syatibi in Sholihah (2024), the fulfillment of these objectives ensures the well-being of individuals and society, offering a moral framework that transcends material gain and focuses on creating lasting benefit for humanity.

In the context of marketing, especially digital marketing, the integration of *maqashid sharia* is crucial to ensuring that business practices not only meet the material needs of consumers but also align with their spiritual, moral, and social well-being. Traditional business strategies often focus on profit maximization and consumer satisfaction, but these objectives can sometimes conflict with ethical considerations. For instance, manipulative advertising techniques, misleading product claims, or the exploitation of vulnerable consumers are prevalent in many business environments. Such practices are not only harmful to the integrity of businesses but also violate Islamic principles of fairness, honesty, and accountability. As a result, Islamic teachings offer a unique perspective on the ethical conduct of business, which can guide companies in making decisions that are both financially viable and morally responsible.

Islamic business ethics are rooted in the principles of justice, transparency, and respect for human dignity. These values are derived from primary sources of Islamic law, including the Qur'an and Hadith, as well as the works of classical Islamic jurists such as Al-Ghazali and Asy-Syatibi. According to Al-Qaradawi in Rafie (2023), the ethical foundation of Islamic business practices requires that entrepreneurs adhere to moral values that ensure the welfare of society and promote justice. This is reflected in the prohibition of exploitative practices such as fraud, dishonesty, and manipulation. Moreover, Islamic ethics demand that business activities contribute positively to society, promoting the well-being of individuals and fostering a sense of communal responsibility. As such, the integration of *maqashid sharia* into business strategies offers a more holistic approach that not only addresses financial objectives but also ensures that companies remain accountable to the broader social, moral, and spiritual needs of their stakeholders.

The importance of integrating *maqashid sharia* into digital marketing strategies has become increasingly evident in recent years (Majidah, 2022). As digital marketing techniques evolve and companies adopt new technologies, the need to address ethical concerns in this space has grown more urgent. Issues such as data privacy, the ethical use of artificial intelligence (AI), and the manipulation of consumer behavior through targeted ads have raised concerns about the moral implications of digital marketing practices. These concerns are particularly relevant in the Islamic context, where the pursuit of profit must be balanced with the ethical considerations set forth by *maqashid sharia*. According to Kotler (2018), businesses are increasingly recognizing the importance of ethical marketing, not only to comply with legal regulations but also to build trust and loyalty among consumers. Ethical marketing practices are viewed as a way to differentiate businesses in an increasingly competitive marketplace, with companies that adhere to moral principles enjoying long-term success and positive reputations.

At the core of integrating *maqashid sharia* into digital marketing is the understanding that marketing practices must go beyond mere profitability. Businesses must consider the spiritual, moral, and social impact of their actions. For example, in the case of *hifzh al-din* (the

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preservation of religion), digital marketing campaigns should avoid promoting content that conflicts with Islamic teachings or exploits religious symbols for commercial gain. As highlighted by Al-Ghazali, the protection of religion is one of the key objectives of Islamic law, and any marketing activity that undermines this objective is considered unethical. Similarly, the preservation of life (*hifzh al-nafs*) and intellect (*hifzh al-'aql*) requires that marketing practices avoid promoting harmful or addictive products, such as substances that damage health or advertisements that manipulate consumers' decision-making abilities. This aligns with the Islamic principle of *maslahah* (public interest), which emphasizes the importance of protecting individuals from harm and promoting their well-being.

The protection of wealth (*hifzh al-mal*) is another critical objective of *maqashid sharia* that must be considered in the context of digital marketing. Businesses must ensure that their marketing practices do not involve deceptive tactics, such as false advertising, price manipulation, or misleading claims about products or services. Such practices are seen as exploitative and violate the Islamic principles of fairness and honesty. According to Asy-Syatibi (2004), the protection of wealth is essential to ensuring that individuals and businesses engage in transactions that are just and equitable. This is particularly important in the digital marketing space, where the rapid dissemination of information can easily lead to the spread of false or misleading claims.

Finally, the preservation of lineage (*hifzh al-nasl*) calls for marketing practices that respect the dignity of individuals and promote family values. Advertisements should avoid exploiting individuals, especially women and children, in ways that compromise their dignity or perpetuate harmful stereotypes. As emphasized by the Qur'an (Al-Ahzab: 70), marketing content must be respectful and avoid promoting behaviors that undermine social and moral values. In this context, the role of digital marketing is not just to sell products or services but to contribute to the broader societal good by promoting values that align with Islamic principles.

The integration of *maqashid sharia* into digital marketing is not merely an idealistic concept but a practical necessity for businesses operating in the modern world (Bashori et al., 2024). As digital marketing continues to evolve, the ethical challenges faced by businesses become more complex, and the need for a moral framework grounded in Islamic principles becomes more urgent. By adopting a *maqashid sharia*-based approach to digital marketing, businesses can create sustainable and ethical practices that benefit both their financial goals and their societal obligations. This approach not only ensures that companies are adhering to Islamic ethical standards but also provides them with a competitive advantage in a market that increasingly values transparency, social responsibility, and moral integrity.

In conclusion, the integration of *maqashid sharia* into digital marketing offers a comprehensive and ethical framework for businesses seeking to navigate the challenges of the digital age. By focusing on the preservation of religion, life, intellect, wealth, and lineage, businesses can create marketing strategies that are not only profitable but also socially responsible and spiritually fulfilling. This approach aligns with the broader goals of Islamic economics, which seek to balance material success with ethical considerations that promote the well-being of individuals and society as a whole. As the digital marketing landscape

continues to evolve, businesses that adopt *maqashid sharia* as a guiding principle will be better positioned to succeed in an increasingly competitive and ethically-conscious global market.

RESEARCH METHODS

This research employs a qualitative descriptive approach to examine the integration of *maqashid sharia* in digital marketing strategies. The qualitative method is chosen as it allows for an in-depth exploration of the ethical principles underlying digital marketing practices within an Islamic framework. According to Creswell (2014), qualitative research is particularly effective in understanding complex social phenomena, such as the relationship between business practices and religious values. This method enables the researcher to gather rich, detailed insights into how Islamic principles can shape marketing strategies, offering a holistic perspective on the topic.

Data collection for this study is primarily based on library research, a commonly used method in qualitative studies. Library research, as outlined by Pugu (2024), involves reviewing existing literature and secondary sources to gather relevant information on the subject. For this study, primary sources such as the Qur'an and Hadith are consulted to derive the core principles of *maqashid sharia*. These sources are essential for understanding the Islamic ethical framework that underpins the research. In addition, secondary sources such as books, scholarly articles, and reputable journals related to Islamic economics, business ethics, and digital marketing are reviewed to provide a comprehensive understanding of the topic. The works of scholars such as Al-Ghazali (1993), Asy-Syatibi (2004), and Kotler and Keller (2022) provide foundational insights into Islamic business ethics and contemporary marketing practices, which are crucial for framing the analysis.

The research involves an in-depth textual analysis of the collected literature, identifying key themes and concepts related to digital marketing and *maqashid sharia*. This thematic analysis is informed by the theoretical framework of *maqashid sharia*, focusing on its five key objectives: the protection of religion, life, intellect, wealth, and lineage. The findings are synthesized to explore how these principles can be applied to ensure ethical, socially responsible, and spiritually aligned digital marketing practices. By utilizing this approach, the study seeks to offer practical recommendations for integrating Islamic ethical principles into modern digital marketing strategies.

RESEARCH RESULTS AND DISCUSSION

the findings of the research regarding the integration of *maqashid sharia* in digital marketing. Through a comprehensive analysis of the literature and the application of the five key objectives of *maqashid sharia*, the study identifies how digital marketing practices can align with Islamic ethical principles. The analysis shows that integrating these principles into marketing strategies not only ensures ethical business practices but also promotes long-term sustainability and social responsibility.

1. Preservation of Religion (Hifzh al-Din)

The first key principle of *maqashid sharia* is the preservation of religion (*hifzh al-din*), which emphasizes the protection of Islamic beliefs and practices. In the context of digital marketing, this objective requires marketers to avoid promoting products or services that

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undermine religious values or exploit religious symbols for commercial gain. The findings suggest that ethical digital marketing must adhere to Islamic teachings, avoiding the promotion of products that conflict with religious principles. This aligns with the idea that businesses must operate in a way that does not mislead or harm consumers' spiritual well-being.

Table 1: Preservation of Religion in Digital Marketing

Ethical Consideration	Example of Violation	Example of Ethical Practice
Avoiding exploitation of religious symbols	Using religious symbols for profit	Promoting halal products and services ethically
Ensuring content does not mislead about religious practices	Advertising that misrepresents religious values	Promoting Islamic values and practices in marketing

As Kotler and Keller (2022) argue, the ethical responsibility of marketers extends beyond product promotion to ensuring that their campaigns uphold values that align with societal norms and beliefs. Thus, digital marketing campaigns that respect *hifzh al-din* ensure that they contribute to maintaining the integrity of religious practices.

2. Preservation of Life (Hifzh al-Nafs)

The second objective, *hifzh al-nafs* (preservation of life), emphasizes protecting human life and well-being. In the context of digital marketing, this principle involves ensuring that products and services do not harm consumers' physical or mental health. The research indicates that businesses should avoid promoting harmful products such as cigarettes, alcohol, or substances that lead to addiction or health problems. Additionally, marketing strategies should steer clear of promoting content that encourages harmful behaviors, such as violence, discrimination, or self-harm.

Table 2: Preservation of Life in Digital Marketing

Ethical Consideration	Example of Violation	Example of Ethical Practice
Avoiding harmful products	Promotion of alcohol or drugs	Promoting health-conscious products (e.g., organic, halal)
Avoiding harmful behavior promotion	Content that encourages violence or self-harm	Campaigns promoting mental and physical well-being

Al-Qaradawi (2001) stresses that Islamic economic practices must promote the welfare of individuals, and this includes avoiding actions that harm physical or mental health. The results show that businesses that adhere to *hifzh al-nafs* demonstrate a commitment to consumer health, which is crucial in today's market, where consumers are increasingly aware of their well-being.

3. Preservation of Intellect (Hifzh al-'Aql)

The preservation of intellect (*hifzh al-'aql*) is another vital principle in Islamic ethics. This principle demands that digital marketing practices should not promote content that manipulates or deceives consumers, thereby compromising their intellectual autonomy. For example, the use of misleading advertisements or exploitative tactics to influence consumer behavior contradicts this objective. The findings indicate that businesses must ensure

transparency in their marketing strategies and avoid any forms of manipulation or deception that could undermine the intellectual capacity of consumers.

Table 3: Preservation of Intellect in Digital Marketing

Ethical Consideration	Example of Violation	Example of Ethical Practice
Avoiding misleading content	False advertising and hidden fees	Transparent pricing and honest claims about products
Ensuring informed decision-making	Manipulating consumer choices	Educating consumers through clear and informative campaigns

As emphasized by Al-Ghazali (1993), the preservation of intellect involves fostering an environment where individuals can make informed and rational decisions. Ethical digital marketing campaigns that adhere to *hifzh al-'aql* do not manipulate the consumer's decision-making process but instead empower them with truthful information to make sound choices.

4. Preservation of Wealth (Hifzh al-Mal)

The fourth objective, *hifzh al-mal* (preservation of wealth), involves safeguarding individuals' economic resources and ensuring that businesses do not exploit consumers financially. The research highlights that digital marketing must avoid deceptive practices such as false claims, scams, or fraudulent sales tactics, which are prevalent in certain online marketing practices. Businesses should focus on promoting fair trade, transparent pricing, and avoiding practices like "bait-and-switch" or hidden fees.

Table 4: Preservation of Wealth in Digital Marketing

Ethical Consideration	Example of Violation	Example of Ethical Practice
Avoiding fraudulent marketing tactics	False advertising or deceptive discounts	Clear communication about product prices and value
Ensuring fair economic transactions	Exploiting consumer ignorance	Promoting fair trade and ethical pricing

As Asy-Syatibi (2004) notes, the economic system in Islam must operate justly, ensuring that wealth is not accumulated through exploitation. Ethical marketing, therefore, aligns with *hifzh al-mal* by ensuring that transactions are fair and transparent, promoting trust between businesses and consumers.

5. Preservation of Lineage (Hifzh al-Nasl)

The final objective, *hifzh al-nasl* (preservation of lineage), underscores the importance of safeguarding the family unit and social integrity. Digital marketing campaigns must respect family values and avoid content that objectifies individuals or promotes unhealthy social behaviors. This includes avoiding the exploitation of women and children in advertisements and ensuring that marketing materials do not reinforce harmful stereotypes. Moreover, campaigns should promote products that support family values and contribute to social cohesion.

Table 5: Preservation of Lineage in Digital Marketing

Ethical Consideration	Example of Violation	Example of Ethical Practice

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Avoiding exploitation of individuals	Objectifying women or children in ads	Campaigns that respect the dignity of individuals
Promoting social harmony	Promoting materialism or individualism	Marketing family-oriented and community-building products

According to Kotler and Keller (2022), respecting cultural and social values in marketing is crucial for building long-term relationships with consumers. Ethical digital marketing practices that adhere to *hifzh al-nasl* contribute to the creation of a harmonious society, reinforcing values that strengthen familial and social bonds.

DISCUSSION

The integration of maqashid sharia into digital marketing strategies brings a unique perspective that aligns modern business practices with the ethical values rooted in Islamic teachings. This discussion examines the findings in greater detail, highlighting the relevance of the five key objectives of maqashid sharia—the preservation of religion (hifzh al-din), life (hifzh al-nafs), intellect (hifzh al-'aql), wealth (hifzh al-mal), and lineage (hifzh al-nasl)—within the context of digital marketing. By exploring how these principles shape business practices, the discussion reveals the potential for creating ethical, responsible, and socially impactful marketing strategies in the digital age.

1. Preservation of Religion (Hifzh al-Din)

The preservation of religion (hifzh al-din) is fundamental to Islamic business ethics, as it ensures that marketing practices uphold the core beliefs and values of Islam. In digital marketing, this principle becomes increasingly important in an era where digital platforms can be used to spread a wide range of content, including material that may conflict with religious beliefs. The findings suggest that businesses engaged in digital marketing must carefully consider the content they promote, ensuring that their campaigns align with Islamic values and avoid exploiting religious symbols for commercial gain.

For instance, digital marketing campaigns that use religious imagery or references to sell products can be seen as unethical if they do not reflect the true spirit of the religion. Instead, marketers should focus on promoting products that align with halal practices, such as halal food, ethical financial services, and modest fashion. By doing so, businesses not only respect religious values but also foster a sense of trust and integrity with Muslim consumers. This approach to marketing, rooted in Islamic principles, contrasts with the more common practice of exploiting religious symbols or traditions purely for profit.

As Al-Ghazali (1993) suggests, businesses that adhere to the protection of religion in their practices are fulfilling their social responsibility to the broader community, ensuring that their actions do not lead to the degradation of spiritual values. By respecting religious beliefs, businesses help maintain societal harmony and contribute to the well-being of their consumers, thus aligning digital marketing with the objectives of maqashid sharia.

2. Preservation of Life (Hifzh al-Nafs)

The preservation of life (hifzh al-nafs) is another core objective of maqashid sharia, which emphasizes protecting individuals from harm, especially in relation to their physical and mental health. In the realm of digital marketing, this principle is essential for ensuring that marketing practices do not promote products or behaviors that could lead to harm. The findings

highlight the significant ethical concerns surrounding the promotion of harmful products, such as tobacco, alcohol, and drugs, which are widely advertised through digital channels.

Islamic business ethics mandate that marketers refrain from promoting products that could endanger consumers' health or well-being. For example, digital marketing campaigns that promote addictive substances or unhealthy lifestyle choices would violate the principle of hifzh al-nafs. Instead, businesses should focus on promoting products that contribute positively to individuals' health and well-being, such as organic foods, health supplements, and exercise equipment.

The rise of health-conscious consumers further strengthens the argument for ethical marketing practices that respect hifzh al-nafs. Companies that prioritize consumer health and avoid promoting harmful products can differentiate themselves in the marketplace by aligning with consumers' ethical and health-oriented values. Moreover, as Al-Qaradawi (2001) suggests, the promotion of health and well-being not only serves the individual but also contributes to the broader societal good by fostering a healthier population.

3. Preservation of Intellect (Hifzh al-‘Aql)

The preservation of intellect (hifzh al-‘aql) is central to Islamic ethics, which emphasize the importance of informed decision-making and the protection of individuals' intellectual capabilities. In the context of digital marketing, this objective underscores the importance of transparency and honesty in advertising. Misleading advertisements, exaggerated claims, or deceptive marketing tactics that manipulate consumers' decision-making abilities violate the principle of hifzh al-‘aql.

The research indicates that ethical digital marketing practices must avoid using manipulative tactics, such as false advertising or exploiting cognitive biases to push consumers toward making purchases. For example, clickbait tactics or the use of emotional appeals to influence purchasing decisions can be seen as deceptive and harmful to consumers' ability to make informed choices. Marketers who use such tactics undermine the intellectual integrity of their audience and violate Islamic ethical standards.

To align with hifzh al-‘aql, businesses must prioritize transparency in their marketing communications. This includes providing clear, accurate, and honest information about products and services. By doing so, businesses not only protect consumers' intellectual autonomy but also build trust and credibility in the marketplace. As Asy-Syatibi (2004) emphasizes, transparency and honesty in business dealings are essential for maintaining fairness and justice, which are central tenets of Islamic business ethics.

4. Preservation of Wealth (Hifzh al-Mal)

The preservation of wealth (hifzh al-mal) is another critical aspect of Islamic ethics, which calls for fairness and justice in economic transactions. Digital marketing practices must avoid exploiting consumers' financial resources through deceptive tactics, such as hidden fees, misleading pricing, or "bait-and-switch" schemes. The findings suggest that businesses should ensure that their marketing practices are transparent and that consumers are fully informed about the cost of products and services.

In the digital age, where consumers often rely on online reviews and comparisons to make purchasing decisions, businesses must be particularly careful not to engage in deceptive practices that could undermine consumers' financial well-being. For example, false claims

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about discounts or promotions can mislead consumers into making purchases they would not otherwise make. Businesses should instead focus on offering fair prices, clear product descriptions, and transparent terms and conditions.

Adhering to the principle of hifzh al-mal not only ensures compliance with Islamic ethics but also builds consumer trust. Marketers who engage in transparent and honest practices are more likely to establish long-term relationships with their customers. As Kotler and Keller (2022) highlight, consumer trust is a valuable asset for businesses, and companies that uphold ethical standards are better positioned to achieve long-term success.

5. Preservation of Lineage (Hifzh al-Nasl)

Finally, the preservation of lineage (hifzh al-nasl) underscores the importance of protecting family values and social integrity. In digital marketing, this principle calls for the responsible representation of individuals in advertisements and content. The research emphasizes that businesses must avoid exploiting individuals, particularly women and children, in ways that compromise their dignity or reinforce harmful stereotypes.

Islamic business ethics stress the importance of respecting the dignity of all individuals, and digital marketing campaigns must reflect this value. For instance, advertisements that objectify women or perpetuate harmful stereotypes about certain groups of people are not aligned with hifzh al-nasl. Instead, businesses should promote content that respects the dignity of individuals and supports family-oriented values.

Promoting family values in digital marketing can contribute to social cohesion and harmony, creating a positive impact on society. Businesses that align their marketing strategies with hifzh al-nasl demonstrate a commitment to ethical principles that support the well-being of families and communities. This approach not only enhances the reputation of the business but also ensures that its marketing practices are in harmony with broader societal values

CONCLUSION

This study analyzes the importance of applying maqashid sharia in digital marketing strategies. The main objective of maqashid sharia is to ensure the well-being of humanity, encompassing the protection of religion, life, intellect, wealth, and lineage. This concept is highly relevant in the context of the rapidly growing digital marketing industry, as marketing practices must not only consider efficiency and profit but also the ethical principles embedded in Islamic teachings.

The application of maqashid sharia in digital marketing leads to the integration of Islamic values in every aspect of business. The principle of protecting religion (hifzh al-din) emphasizes the need for marketing practices that do not exploit religious symbols for commercial gain. Furthermore, the principle of protecting life (hifzh al-nafs) encourages businesses to avoid promoting products that can harm the physical or mental health of consumers, such as tobacco or alcohol. In addition, the protection of intellect (hifzh al-‘aql) requires marketing to avoid manipulative practices that could undermine the intellectual autonomy of consumers, such as misleading advertisements.

The principle of protecting wealth (hifzh al-mal) in digital marketing ensures that business transactions are conducted fairly and transparently, avoiding deceptive practices and misleading claims. Lastly, the protection of lineage (hifzh al-nasl) highlights the importance of

marketing that respects family values and avoids exploiting individuals, particularly women and children, in advertisements.

Overall, the application of maqashid sharia in digital marketing not only provides material benefits but also ensures that businesses operate ethically and socially responsibly. Companies that adopt these principles will not only achieve long-term success but also contribute to the well-being of society, fostering better relationships with consumers. This approach demonstrates that business profitability and social responsibility can coexist in the ever-evolving digital marketing world.

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