

Branding Strategy Management of Halal Products in The Digital Era (Study on The Muslim Fashion Industry in Banjar Regency)

Rusdiana

Darussalam Islamic Institute, Martapura, South Kalimantan, Indonesia

Email: vania.esmeralda22@gmail.com

Abstract. *The Muslim fashion industry in Indonesia, including in Banjar Regency, has experienced significant growth in recent years, especially in the digital era. Along with the increasing public awareness of halal products, the development of halal product brands in the Muslim fashion industry has become an important thing. This article aims to analyze the management of halal product branding strategies in the digital era, focusing on the Muslim fashion industry in Banjar Regency. Through a qualitative approach with case studies, this study identifies the branding strategies implemented by Muslim fashion industry players in Banjar Regency, the challenges faced, and how to utilize digital technology to increase competitiveness and market exposure. The results of the study indicate that strong brand management, effective communication through social media, and the use of the right digital platforms are the keys to success in branding halal products in the Muslim fashion industry. This study also provides recommendations for Muslim fashion business actors in optimizing branding strategy management in the digital era.*

Keyword: *Strategic Management, Halal Product Branding, Banjar Regency.*

INTRODUCTION

The Muslim fashion industry in Indonesia, including in Banjar Regency, has experienced very rapid development in recent years, along with the increasing awareness of the Muslim community regarding the importance of choosing products that comply with sharia principles. This is not only limited to food and cosmetic products, but also includes fashion products, which are now increasingly in demand by the public. This shows that Muslim consumers in Indonesia, especially the younger generation, are increasingly concerned about products that comply with religious teachings, including in terms of clothing (BPS, 2020). Banjar Regency, located in South Kalimantan, as one of the areas with a Muslim majority population, is also starting to see developments in this Muslim fashion industry. However, Muslim fashion entrepreneurs in this area face various challenges in managing and building their brands, especially in the highly competitive digital era.

The phenomenon of the development of the Muslim fashion industry can be attributed to the increasing demand for halal products, which not only refers to the aspect of food or beverages, but also includes all products used daily, such as clothing and accessories. Alam (2020) noted that Indonesia has a very large potential Muslim fashion market, considering that the majority of its population is Muslim. However, amidst the rapid growth of this market, competition in the Muslim fashion industry is getting tighter, both locally and internationally. Therefore, an effective branding strategy is very important for Muslim fashion entrepreneurs in Banjar Regency to be able to compete and attract the attention of consumers.

Branding, as one of the important elements in product marketing, plays a very vital role in differentiating a company's products from other competitors' products. Kotler and Keller (2016) stated that branding does not only include visual elements such as logos or product designs, but also about building brand perceptions and images in the minds of consumers. In the context of Muslim fashion, halal product branding is not only about introducing products with attractive designs, but also about ensuring that the products comply with the sharia principles that are the basis for Muslim consumers in choosing products. This requires a different approach to brand management compared to fashion products in general (Amin, 2017).

In the digital era, halal product branding faces unique challenges and opportunities. Digitalization and the growth of social media have changed the way consumers interact with brands and choose products. Digital platforms such as Instagram, Facebook, and TikTok provide opportunities for Muslim fashion entrepreneurs to introduce their products to a wider audience, even to the global market (Pereira & Rodrigues, 2019). With the development of digital technology, consumers now have greater access to search for information about products, including halal fashion products, and make purchasing decisions based on the information they get online (Shah, 2014).

However, digitalization also brings major challenges, especially for Muslim fashion entrepreneurs in Banjar Regency who have to compete with many local and international brands that also utilize social media and other digital platforms to market their products. Pereira and Rodrigues (2019) stated that although social media provides great opportunities in terms of branding, the main challenge faced is how to create an authentic and consistent brand image amidst the abundance of information spread in cyberspace. Digital consumers tend to be very selective in choosing products, and they prefer to interact with brands that have a clear and trustworthy image. Therefore, Muslim

fashion entrepreneurs need to think about ways to build consumer trust and ensure that their branding consistently reflects the halalness of the product.

In addition, Kahf (2002) added that one of the most important aspects in halal product branding is transparency. In this increasingly open and transparent world, consumers can easily access information about the products they choose. Therefore, Muslim fashion entrepreneurs in Banjar Regency must ensure that every product they offer is not only aesthetically appealing, but also meets recognized sharia standards, such as halal certification from LPPOM MUI, and is accompanied by clear and reliable information about the production process and raw materials used. An effective branding strategy for halal products must consider several important factors, such as choosing the right digital platform, delivering clear and consistent messages, and maintaining good relationships with consumers through ongoing interactions. Kotler and Keller (2016) argue that in successful branding, companies must be able to build long-term relationships with consumers, which are based on trust and mutually agreed values. For Muslim fashion products, these values must of course include the sharia principles that underlie the manufacture and use of the product.

Digitalization also allows Muslim fashion entrepreneurs to access consumer data more effectively. Pereira and Rodrigues (2019) emphasize that by using analytical tools available on digital platforms, entrepreneurs can track consumer behavior, identify their preferences, and adjust their marketing strategies to better suit market needs. This data is very important for formulating more targeted branding strategies, as well as for increasing consumer engagement with the brands they choose.

However, Alam (2020) stated that halal product branding in the Muslim fashion industry does not only focus on digital and marketing aspects. Muslim fashion entrepreneurs must also maintain product quality and ensure that every aspect of the product meets the expectations of Muslim consumers. Therefore, Muslim fashion entrepreneurs in Banjar Regency must develop brands that are not only attractive in terms of design and aesthetics, but also reflect Islamic values that are in accordance with religious teachings.

Thus, managing halal product branding strategies in the digital era is very important for the success of the Muslim fashion industry in Banjar Regency. To win the competition, business actors need to utilize digital technology optimally, ensure consistency in brand communication, and always maintain transparency and consumer trust in their products. Good brand management will help differentiate Muslim fashion products from competitors and ensure that they remain relevant and in demand by consumers in an increasingly competitive market.

METHOD

This study aims to analyze the management of halal product branding strategies in the Muslim fashion industry in Banjar Regency, with a focus on brand management through digital technology in the era of increasingly developing digitalization. The approach used in this study is a qualitative approach with a case study design. This approach was chosen because it allows researchers to explore in depth the branding strategies implemented by Muslim fashion industry players in Banjar Regency and understand the challenges and opportunities they face in utilizing digital media to introduce their halal products. The qualitative approach allows for a more in-depth analysis of existing phenomena, as well as how business actors face changes in the fashion market that is increasingly connected to digital globalization.

To achieve the research objectives, data were collected through two main techniques, namely in-depth interviews with Muslim fashion industry players and content analysis of their digital branding activities. Interviews were conducted with several Muslim fashion business players who have operated in Banjar Regency and utilize digital technology, such as social media, to market their products. The selection of informants was carried out using a purposive sampling technique, namely selecting individuals who have direct experience in managing halal product branding in the Muslim fashion industry. With in-depth interviews, researchers can dig up more specific information about the strategies used in building brands, the challenges faced, and how social media and other digital platforms are utilized to reach target markets.

In addition to interviews, this study also relies on content analysis to understand the branding strategies implemented by Muslim fashion entrepreneurs in Banjar Regency on social media and e-commerce platforms. Researchers collected and analyzed content published by entrepreneurs, such as posts on Instagram, Facebook, and TikTok, to see how they manage branding messages and how they use digital marketing to reach consumers. This content analysis aims to understand the branding elements built by entrepreneurs, such as brand identity, communicated halal values, and how interactions with consumers are carried out on these digital platforms.

The data obtained from the interviews and content analysis were then analyzed using thematic analysis techniques. This technique allows researchers to identify key themes that emerge from the data collected and categorize relevant information based on the concepts of branding, halal branding, and the use of digital technology in marketing. The steps of data analysis began by transcribing the interviews that had been conducted, followed by coding the data based on relevant

themes, and then organizing the themes into larger categories related to halal product branding strategies in the digital era.

As part of the data analysis, the researcher also conducted triangulation to increase the validity and reliability of the data. Triangulation was conducted by comparing data obtained from interviews with data obtained through content analysis, as well as by referring to relevant literature on branding and digital marketing in the Muslim fashion industry. By conducting triangulation, the researcher can ensure that the findings obtained come from diverse and consistent data sources, and can reduce bias in data interpretation.

This study also refers to the principle of high research ethics. During the data collection process, the researcher ensures that all information provided by informants remains confidential and is used only for research purposes. Each informant interviewed has been given clear information about the purpose of the study and asked to provide voluntary consent to participate in the study. Overall, the methodology used in this study provides a comprehensive approach to explore the management of halal product branding strategies in the Muslim fashion industry, especially in Banjar Regency, by utilizing digital technology as a tool to achieve branding goals more effectively and efficiently. The qualitative approach with a case study design allows researchers to gain in-depth and holistic insights into the ways in which Muslim fashion entrepreneurs manage and build their brands in the increasingly developing digital era.

FINDINGS AND DISCUSSION

In this section, we will discuss the management of halal product branding strategies in the Muslim fashion industry in Banjar Regency, with a focus on brand management through digital technology in the era of increasingly developing digitalization. This discussion covers various aspects related to halal product branding, challenges faced by Muslim fashion entrepreneurs, and the use of digital technology in building a strong brand.

A. Growth of the Muslim Fashion Industry in Indonesia and Banjar Regency

The Muslim fashion industry in Indonesia, including in Banjar Regency, has grown rapidly in recent years. This is driven by the increasing awareness of the Muslim community about the importance of choosing products that comply with sharia principles. Alam (2020) noted that Indonesia, with a Muslim majority, has the largest Muslim fashion market in the world. In addition, the Muslim fashion sector is increasingly being eyed by consumers outside Indonesia, which shows that the global market potential is also very large. In Banjar Regency, although the

Muslim fashion market continues to grow, the challenge faced is how to build a brand that can compete with fashion products from other more advanced regions, both in terms of design and marketing (BPS, 2020).

It is important for Muslim fashion entrepreneurs in Banjar Regency to take advantage of this opportunity by developing branding strategies that can differentiate them from other competitors. Fashion products that prioritize halal aspects, not only in terms of halal materials, but also their production processes, are the key to differentiation that can attract the attention of Muslim consumers who are increasingly selective in choosing products (Kahf, 2002).

B. Branding in the Muslim Fashion Industry

Branding is the process of creating a unique identity for a product or brand so that it can be recognized by consumers and differentiate the product from competitors' products. In the Muslim fashion industry, branding does not only include product design, but also the message to be conveyed to consumers, especially those related to sharia principles. Amin (2017) explains that halal product branding must reflect Islamic values, such as the halalness of materials and production methods, and must provide assurance that the product meets the standards set by authorized institutions, such as LPPOM MUI.

Effective branding in Muslim fashion products must consider two main aspects, namely aesthetics and halal. Shah (2014) stated that today's consumers want products that not only meet quality standards but also those that are in accordance with their religious principles. Therefore, Muslim fashion entrepreneurs must ensure that the brands they build reflect both of these things in a balanced way. This is important so that the product can be well received by Muslim consumers who are increasingly critical in choosing the products they use every day.

C. The Role of Social Media in Digital Branding

Social media has become one of the most effective tools in building branding in the digital era. Platforms such as Instagram, Facebook, and TikTok allow Muslim fashion entrepreneurs to introduce their products directly to consumers without geographical limitations. Pereira and Rodrigues (2019) explain that social media is a very effective channel in building brand awareness because of its ability to reach a very wide audience and accelerate the spread of information about products.

In Banjar Regency, Muslim fashion entrepreneurs have begun to utilize social media platforms to introduce their products to a wider market. Through consistent posts and campaigns, entrepreneurs can build relationships with consumers and provide clear information about their products, both in terms of design, quality, and halalness of the product. Amin (2017) emphasized that open and honest communication about the production process and halalness of the product is very important in building consumer trust.

D. E-commerce and Use of Digital Platforms for Branding

In addition to social media, the use of e-commerce platforms such as Tokopedia, Bukalapak, and Shopee has become an important choice for Muslim fashion entrepreneurs to introduce and sell their products directly to consumers. Kotler and Keller (2016) stated that e-commerce makes it easy for consumers to make purchases online, which is increasingly popular in the digital era. Muslim fashion entrepreneurs in Banjar Regency have also utilized this platform to expand their market reach.

E-commerce not only provides wider access to consumers, but also allows business actors to obtain more data on consumer behavior. Pereira and Rodrigues (2019) explain that e-commerce platforms allow business actors to track consumer purchasing patterns and preferences, which can be used to develop more effective marketing strategies.

E. Challenges in Branding Halal Products in the Digital Era

Although the opportunities offered by digitalization are enormous, there are several challenges faced by Muslim fashion entrepreneurs in Banjar Regency in managing their halal product branding. One of the biggest challenges is the high competition in the digital market. With more and more Muslim fashion brands utilizing social media and e-commerce platforms, entrepreneurs in Banjar Regency must be able to create brand uniqueness that can differentiate them from competitors' products (Pereira & Rodrigues, 2019).

In addition, consumer trust in halal brands is an important issue that must be considered. Kahf (2002) noted that Muslim consumers are very careful in choosing the products they consume, especially those related to the halal aspect. Therefore, maintaining transparency in every aspect of product branding and marketing is very important to ensure that consumers feel safe and confident in purchasing the Muslim fashion products they offer.

F. Halal Product Branding Management Strategy in the Digital Era

To overcome these challenges, Muslim fashion entrepreneurs in Banjar Regency need to develop a strong and authentic branding strategy. Amin (2017) suggests that entrepreneurs must ensure that the messages conveyed through social media and other digital platforms are consistent with the sharia values they want to highlight. Strong branding not only includes product design and quality, but also reflects the ethics and Islamic principles that are the basis of the product.

In addition, Shah (2014) emphasized the importance of using digital technology optimally to build better relationships with consumers. One of them is by utilizing analytical tools to understand consumer preferences and behavior, and adjusting branding strategies to better suit changing market needs.

G. Sustainability and Innovation in Halal Product Branding

In the ever-growing world of Muslim fashion, sustainability is an important factor in managing halal product branding. Pereira & Rodrigues (2019) stated that Muslim fashion entrepreneurs must always innovate so that their brands remain relevant in a competitive market. Therefore, entrepreneurs in Banjar Regency must always prioritize innovation in product design and the use of technology to improve consumer experience.

By continuing to innovate and maintain product quality, Muslim fashion entrepreneurs can build a strong and sustainable brand, which can last a long time in the ever-growing fashion market. Kahf (2002) stated that sustainability in branding can help create long-term relationships with consumers, which will ultimately increase customer loyalty and satisfaction.

CONCLUSION

Branding halal products in the Muslim fashion industry in Banjar Regency has enormous challenges and opportunities in today's digital era. As consumer awareness of the importance of choosing products that comply with sharia principles increases, branding becomes a key factor in differentiating Muslim fashion products from existing competitors. On the one hand, digitalization provides enormous opportunities to expand market reach through social media and e-commerce platforms that allow Muslim fashion entrepreneurs to introduce their products to a wider audience. However, on the other hand, this also exacerbates the increasingly fierce level of competition in an increasingly global market.

Effective halal product branding management requires a holistic approach, including product quality, information transparency, and product compliance with sharia principles. Muslim fashion entrepreneurs in Banjar Regency need to ensure that every aspect of their products—including design, raw materials, and production processes—meets halal standards recognized by authorized institutions, such as LPPOM MUI. Consistency in branding messages, both on social media and e-commerce platforms, is essential to building an authentic and trustworthy image for consumers. In addition, the use of digital technology must be done optimally to build closer relationships with consumers and gain better insight into their preferences. By utilizing analytical data available on digital platforms, business actors can adjust their branding strategies to the changing needs of the market.

Overall, to win the competition in the increasingly competitive Muslim fashion market, business actors in Banjar Regency must continue to innovate in offering products and creating branding that is not only attractive, but also reflects the sharia values they hold. Strong and authentic branding will help create long-term relationships with consumers, increase their loyalty, and strengthen the competitiveness of Muslim fashion products in the global market. Therefore, the use of the right branding strategy, along with effective digital technology, will be the main key to the success of Muslim fashion entrepreneurs in Banjar Regency in this digital era.

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