

Social Media Marketing Strategy to Increase Brand Loyalty in The Beef Trade: A Sharia Marketing Perspective

Research Article

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Abstract. Social media marketing plays an important role in building brand loyalty, especially in the beef trade sector, which can be seen through the perspective of sharia marketing. This study aims to analyze how social media marketing strategies that are in accordance with sharia principles can increase customer loyalty to brands. Using a qualitative approach, data was collected through in-depth interviews, observations, and document studies of beef businesses that apply sharia principles in marketing strategies. The results showed that transparency, honesty, and fairness in marketing communications is apply in Sharia values that can create customer trust. Social media activities such as sharing educational content, customer testimonials, and responsive interactions also help build of emotional relationships with the customers. By prioritizing ethics and Shariah values, social media marketing is not only a promotional tool but also strengthens customer loyalty to the brand in the long term.

Keywords:

Social Media, Brand Loyalty, Sharia Marketing

Introduction

The development of information technology has changed the way companies market their products, especially with the presence of social media. Based on data from We Are Social and Hootsuite in 2023, global social media users reached 4.76 billion, which means that more than 59% of the world's population is connected through social media. (Darwin et al., 2021) In Indonesia alone, active social media users have reached 167 million, with an average daily usage time of around 3 hours 18 minutes. Platforms such as Instagram and Facebook have become popular channels for product promotion due to their ability to effectively reach a wide audience. (Setiandy et al., 2021)

Social media is not only a marketing tool, but also shapes consumer behavior. Modern consumers rely on social media to find information about products, (Islam et al., 2020) read customer reviews, and build trust before deciding to buy. According to the Global Web Index survey (2023), 49% of consumers admit that they are more likely to buy products from brands that actively interact on social media. This shows that social media marketing plays an important role in building emotional relationships with consumers which can ultimately increase brand loyalty. (Sinurat & Sinurat, 2020)

In the imported beef industry, social media marketing is even more significant as the product involves important considerations such as quality,

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safety and origin. 32 Meat House East Java, a business engaged in selling imported beef, utilizes social media to reach the local market in East Java. 32 Meat House features high-quality products, such as premium beef from Australia, the United States, and New Zealand, which are marketed to local consumers, including restaurants, hotels, and households. The demand for beef in Indonesia continues to increase along with population growth and public awareness of a nutritious diet. Based on data from the Central Statistics Agency (BPS), beef consumption in Indonesia will reach 2.7 kilograms per capita per year by 2022. However, local production has not been able to meet the national demand, so Indonesia must rely on imports to cover the existing supply shortage. (Setianty et al., 2021)

The Ministry of Agriculture notes that around 30-40% of beef demand in Indonesia is met by imports, mainly from countries such as Australia, New Zealand and the United States. This imported beef is known for its consistent quality, from marbling (intramuscular fat content), tenderness, to cut standardization. (Syifa & Ridlwan, 2021) However, local beef also has its own advantages, such as distinctive flavor and more affordable prices in some regions. However, there is a big challenge in increasing consumer preference for local beef. Based on research conducted by the Livestock Research and Development Center (Puslitbangnak), Indonesian consumers tend to prefer imported beef due to the perception of higher quality and longer product durability. This shows the importance of effective marketing strategies to improve the competitiveness of local and imported products in the domestic market.

In this segmented market, 32 Meat House East Java focuses on marketing imported beef to consumers who seek premium quality and consistency. They also use social media to build consumer trust through transparency in the beef storage and processing process. By using data on the advantages of imported beef compared to local beef, 32 Meat House can educate consumers on the benefits of choosing their products, 32 Meat House can also adopt strategies to build a narrative that highlights additional advantages, such as partnerships with trusted suppliers that will be an added value for consumers. (Michel, 2024)

While much research has been conducted on social media marketing and brand loyalty, there are still some gaps that need to be bridged. Previous research has generally focused on industries such as retail, services or fast-moving consumer goods. Research specifically addressing the relationship between social media marketing and brand loyalty in the imported cattle trade sector is still very limited. (Kartikasari, 2022) In fact, the characteristics of this industry are different from other industries because they involve products with high prices, longer buying cycles, and consumers' need for more in-depth information before making a purchase. (Nurhayati et al., 2022)

Beef is one of the most important commodities in the food industry, with demand continuing to increase along with population growth and public awareness of the need for animal protein. However, the main challenge in this business is to build consumer confidence in product quality and compliance with halal principles. (Nurhayati et al., 2022) In this case, Islamic marketing is a

relevant approach to answer the needs of the Muslim market, which is increasingly aware of halal aspects in every stage of beef production and distribution. (Hanaysha, 2018) Islamic marketing not only emphasizes aspects of compliance with Islamic law, but also on ethical values, honesty, and transparency that form the basis of interactions between producers and consumers. (Hu & Basiglio, 2024) These principles are in line with the need to create long-term relationships based on trust, which is at the core of brand loyalty. By integrating Islamic marketing approaches into social media strategies, beef buying and selling businesses can create more authentic and relevant communications with their target audience. (Manik et al., 2023)

Most existing social media marketing theories, such as Social Media Engagement Theory or Consumer-Brand Relationship Theory, assume that consumer engagement on social media directly leads to brand loyalty. However, in the context of imported beef, there are other variables such as trust in the product source and brand reputation that may play a more dominant role than social media engagement. This requires adjusting or extending the theory to explain the relationship more competitively. 32 Meat House East Java is one example of a company that has utilized social media as part of its marketing strategy. However, so far no research has specifically explored how this strategy succeeds or fails in increasing brand loyalty in the context of the local market in East Java. As such, this research will provide new insights that are relevant to similar businesses in other regions. Several previous studies have shown that marketing through social media has a significant impact on brand loyalty and consumer purchasing decisions. Fidia Shabrina (2023) revealed that marketing through social media can increase brand loyalty through trust and brand equity. In addition, social media marketing and brand loyalty have a positive and significant effect on each other (Farhani, 2022).

Meanwhile, Fifi Alfiah (2024) examined beef marketing strategies after the COVID-19 pandemic in Indonesia which aims to increase the number of consumers. Research by Politeknik Negeri Bandung (2021) shows that social media marketing activities have an effect on purchase intention, while the Islamic University of Malang (2021) and the Islamic University of Indonesia (2020) found that social media can influence purchasing decisions and increase customer loyalty. Research by Aisyah (2019) and Widyaningrum & Putra (2020) shows that attractive product visuals and active interaction with consumers on social media can build stronger relationships, which leads to increased customer loyalty. In addition, Santoso (2021) emphasized the importance of consistent and relevant content, such as recipes using imported beef, which can increase customer engagement. Arifin (2022) stated that positive reviews on social media strengthen brand image, while Nugroho (2021) highlighted the role of influencers in increasing brand visibility. The visual quality of the product, as described by Prasetyo (2020), also plays a major role in attracting consumer buying interest. Susanto's (2022) research shows that interactive features on social media can increase consumer participation, leading to a deeper emotional connection. Rahmawati (2021) found that paid promotions on social media can increase brand exposure, but need to be

balanced with engaging organic content. [Handayani \(2020\)](#) revealed that customer testimonials posted on social media increase consumer trust in products, while [Suryadi \(2023\)](#) emphasized the importance of analyzing social media data to understand consumer needs and adjust marketing strategies to increase consumer loyalty.

Related to the perspective of sharia marketing will exploit related to halal products, promotional ethics, honesty and transparency of information, product obscurity, price fairness, sharia marketing must avoid things that are dirty and detrimental to consumers in other words producers must be transparent and prioritize honesty in running their business. Sharia marketing must fulfill the elements of sharia which consists of three elements, namely 1) *Theoretical* (Rabbaniyah), namely the belief of a producer who must be optimistic solely because of the Ridlo Allah SWT in this rabbaniyah belief is very difficult for the company to hold; 2) *Ethical* (Ethics) behavior and norms; and 3) *Realistic* (Reality) transparent there are no defects in the goods. ([Muda & Windari, 2018](#)).

This research is important to do because it provides practical and academic benefits. Practically, the results of this study can help East Java Meat Restaurant and similar companies to improve the effectiveness of their marketing strategies. By understanding the factors that influence brand loyalty, companies can allocate resources more efficiently to reach target consumers. Academically, this research contributes to the development of literature in the field of social media marketing, particularly in the imported cattle trade industry. This research can also broaden the understanding of the adaptation of marketing theory in a business context with unique characteristics.

Methods

The research method used in this research is to use a qualitative descriptive approach. Which aims to describe a particular problem whose information is directly obtained from the field. The data sources used are primary data and secondary data, the object of research is a beef shop ([Subairi & Hamidah, 2023](#))

All data obtained previously were taken through observation, interviews, and documentation that had been collected. The subjects in this study were 32 East Java Meat House who chose Instagram as a means of promotion. The data obtained were analyzed using qualitative descriptive analysis techniques, which include the stages of data collection, data cleaning, data presentation, and conclusion drawing [Miles and Huberman \(1992\)](#). This method will ensure that the findings are robust, coherent and reflective of the observations in the field.

Results and Discussion

Based on the results of observations, interviews, and documentation, the following results were obtained:

Media content analysis: Analysis of social media strategies by 32 Meat House with a focus on the Instagram platform

Social media has become one of the effective tools to grow a business, especially for businesses like 32 Meat House. By choosing Instagram as the main media, 32 Meat House can reach a wider and more relevant audience. The choice of social media is based on the trend of using the platform by people, especially the younger generation to adults, who often seek information and inspiration through social media. In addition, Instagram has the advantage of visualizing products in an attractive way, (Ismail, 2022) so it is a strategic choice to showcase the advantages of quality products from 32 Meat House. (Hosain & Mamun, 2023)

The main target market for promotion through 32 Meat House Instagram is quite broad, covering all segments that love beef. With a flexible approach, 32 Meat House adjusts content to attract the attention of various groups, from household consumers to restaurants or other culinary businesses. (Sarantidou, 2018) The content created also adapts to the tastes and needs of the audience, such as meat-based recipes, cooking tips, tips on choosing quality meat, tips on storing meat to make it last longer, and attractive promos that can increase purchasing power. (Kapoor et al., 2022)

Meat House's first step in digital promotion began with the Instagram platform, especially at the beginning of the COVID-19 pandemic. This decision was considered very appropriate because at that time, many people chose to shop for their needs online and were more active in using social media to get information. The public response at that time was very positive, because the need for fresh products such as quality meat increased during the pandemic. With the right promotion, the 32 Meat House brand was successfully recognized more widely in a relatively short time. (Splendiani & Rivetti, 2023)

In optimizing the quality of content on social media, 32 Meat House prioritizes two main approaches: promotion and advertising. For promotions, they often offer discounts or special packages that attract customers. The uploaded content is also designed with high visual quality, featuring appetizing meat products. Meanwhile, to increase reach, 32 Meat House collaborates with digital advertising services, such as Instagram Ads. This helps them reach a wider and more targeted audience. (Karunasingha & Abeysekera, 2022; Sajid, 2023)

Consistency and creativity in managing social media are the keys to 32 Meat House's success. By presenting relevant, interesting, and customer-oriented content, 32 Meat House not only increases sales, but also builds customer loyalty to their brand.

Analysis of promotional strategies: 32 Restaurants that highlight their uniqueness and effectiveness in developing business

32 Meat House uses a promotional strategy that focuses on digital platforms, especially through *Instagram ads*. This platform is very effective in reaching consumers who are looking for quality meat. Through engaging visual content, Instagram helps customers see the quality of the product firsthand. In addition, they also utilize promotions through *broadcasting* WhatsApp

numbers, which allows for more personalized communication with customers. This strategy makes it easier for customers to find out the latest information, such as promotions, product availability, or special packages offered. Not only that, 32 Meat House also relies on word of mouth marketing, where customers who are loyal to the 32 Meat House store share their positive experiences with others, this will certainly increase the credibility of the 32 Meat House brand in the eyes of its new customers. (Melewar et al., 2017)

One of the things that differentiates 32 Meat House from its competitors is the concept of special promos that are often offered at certain times. The timing of promo launches is also an important part of their strategy. 32 Meat House chooses certain strategic moments, such as national shopping days, twin dates, or other major celebrations. Promos at these moments give an exclusive impression and attract customers to shop. In addition, massive promotional events are carried out by during major celebrations such as New Year, Chinese New Year, and other holidays. These events are the most anticipated moments by customers, because they usually offer massive discounts or special packages that are difficult to find at other times.

The most influential promotional platform for 32 Meat House's success is Instagram. This social media is the main means to introduce products and increase customer engagement. Through Instagram, 32 Meat House can showcase the benefits of its products with high-quality photos and videos, utilizing the *stories* and *reels feature* to promote products interactively. Positive feedback from customers shows that Instagram is an effective tool to build relationships with customers and expand market reach. (Moliner & Tortosa-Edo, 2024)

The promotional strategy used is considered interesting and unique because 32 Meat House is able to guarantee high product quality, is able to optimally utilize social media with a creative approach, and is able to create a pleasant shopping experience for customers. By combining the various promotional strategies above, 32 Meat House proves that it is effective in attracting customer attention and increasing their loyalty.

Social media marketing has several key elements that can help increase brand loyalty. These elements include:

- a) Two-way communication through social media, 32 Meat House can hear directly the needs, complaints, or appreciation of consumers. On the other hand, consumers feel more valued when 32 Meat House responds to their comments. This interaction can create a closer emotional connection between consumers and brands.
- b) Use Engaging Visual Content Products such as imported beef require a visual approach to demonstrate quality. Content in the form of product photos or videos, customer testimonials, and hygienic meat cutting or storage processes can convince consumers of product excellence. (Barbosa et al., 2023)
- c) Social Media Community Engagement allows 32 Meat House to build a community of loyal customers through campaigns, giveaways, or discussions on topics relevant to consumer needs. For example, 32 Meat

House creates content around recipes that use beef to increase engagement with their followers.

The following is a breakdown of how 32 Meat House designed a program to foster its customer loyalty through digital interactions and social media:

One of the main ways 32 Meat House builds customer loyalty is by maintaining positive and interactive communication through social media, especially Instagram. When customers give testimonials or reviews about their products, the response is always relationship-oriented. Consumers who come to the physical store or see content on social media often give positive reviews of 32 Meat House. The team at 32 Meat House always makes sure to respond to this feedback in a friendly and professional manner, maintaining a positive relationship with customers. Consistency in providing excellent service is the main key to achieving customer satisfaction. (Florida-Benítez, 2024)

Also, interactive content is one of the tools to engage customers. The main focus remains on Instagram, where they post content that explains product specifications in detail and interestingly. Although they haven't done many live sessions, efforts to connect with customers have been made through the posting of relevant content and attempts to build communication in the comments section. This type of content not only helps provide information but also creates a sense of engagement among customers. (Hosain & Mamun, 2023)

To ensure that communication with customers runs smoothly, 32 Meat House has dedicated teams that handle social media and sales separately. This structure provides a clear focus for each team, so that they can handle communication with customers effectively. Responses to customer comments or inquiries are made as quickly as possible, with a commitment to providing optimal quick response services. This not only enhances the customer experience but also strengthens the image of 32 Meat House's professionalism. (Happ et al., 2021)

Customers were most responsive on the Instagram platform, although other platforms such as Facebook also yielded positive results. To expand their reach, 32 Meat House also collects and displays customer feedback on platforms such as Google My Business and highlights on Instagram. These reviews serve as a form of transparency, giving new customers confidence in the quality of products and services offered.

In handling criticism or complaints, 32 Meat House takes a solution-oriented approach. They try to find out the cause of the problems faced by customers, evaluate the service system and product quality, and improve the business system if necessary. This approach not only helps to resolve issues quickly, but also demonstrates their commitment to continuously improving service quality.

In addition, customer loyalty is also driven through positive experiences they have had firsthand. 32 Meat House does not ask customers to provide

feedback explicitly, but positive reviews often come directly from satisfied customers. This reflects good product quality, including keeping halal products as a top priority. These high standards give customers confidence that the products they buy are the best.

Digital interaction is very important for 32 Meat House as it can reduce customer waiting time, fulfill needs quickly, and maintain service, especially for delivery services. Focusing on speed and accuracy in service is key to ensuring customers feel valued and satisfied. With a holistic approach, prioritizing fast and transparent interactions, and maintaining product and service quality, 32 Meat House has managed to create strong customer loyalty. This strategy is the foundation for them to continue to grow and compete in an increasingly competitive industry. This is in accordance with the three basic concepts in Islamic marketing management, namely; strategy for mind-share, tactic for market share, and value for heart (Ismail, 2023).

It can be concluded that as a business engaged in the beef trading sector, 32 Meat House uses social media to increase brand loyalty through various strategies, such as:

- a) Product education, provides information on the advantages of the beef products it sells, such as origin, nutrition, types of meat, types of meat cuts, meat parts and how to store and process properly.
- b) Compelling visual content, using high-quality photos and videos to showcase products in an aesthetically pleasing and appetizing way that captures the audience's attention.
- c) Promotional offers and discounts, special promotions or discounts are only available at certain times, thus encouraging interaction and purchases by consumers.
- d) Interaction with consumers, respond quickly to consumer comments and questions to build a more personalized relationship. (Sarantidou, 2018)

Impact on Brand Loyalty 32 Meat House: Positive Experiences and Customer Satisfaction

Brand loyalty is one of the main strengths in 32 Meat House's business sustainability. It is created by a combination of positive customer experiences, maintained product quality, and optimal service. Customer satisfaction is the main key that underlies their loyalty to this brand.

The main reason for 32 Meat House's customer satisfaction lies in the quality of products that are always maintained, timely delivery, and service optimization. Through the *7P approach* (product, price, place, promotion, people, process, and physical evidence) coupled with a touch of *feeling* or emotional attention to customers, 32 Meat House is able to create a satisfying shopping experience. In addition to providing quality meat, they also offer various product packages that suit customer needs, such as ready-to-cook meat packages or packages for certain celebrations. This convenience is an added value that makes customers more loyal.

Positive customer testimonials are tangible evidence of the level of satisfaction with 32 Meat House. These testimonials not only come through

positive comments on social media, but also through word-of-mouth marketing. Satisfied customers often recommend 32 Meat House to family, friends, or colleagues, creating a domino effect that expands market reach. On Instagram, customers also often give good reviews, such as sharing their shopping experience or uploading purchased products, thus increasing the trust of potential customers.

The highest frequency of customer visits usually occurs on weekends, payday, major celebrations such as Idul Fitri or Christmas, and during promotions. In addition, the end of the year momentum is a special moment, because at this moment 32 Meat House will provide a variety of beef packages complete with sauces and grill rental tools that make it easier for customers who want to celebrate the new year with BBQ at home with family. This moment always attracts the attention of customers, because it makes the process of choosing meat easier and the price to be paid becomes cheaper because the package menu is always given a discount at the 32 Meat House store.

Customers choose 32 Meat House for many reasons. One of them is the product quality that is always maintained and the optimization of customer-focused marketing. Competitive prices and adjustments to the market are also a pull factor. In addition, 32 Meat House pays special attention to halal products, which is an added value for customers who prioritize this aspect. With a consistent approach to quality and service, 32 Meat House succeeds in creating a shopping experience that not only satisfies but also gives customers confidence.

The use of social media marketing strategies with a sharia approach, of course, has an impact on brand loyalty, including:

- a) More loyal consumers, a commitment to Shariah principles creates a strong bond with Muslim consumers, who feel valued and their needs understood.
- b) Positive brand image, the sharia approach positions 32 Meat House as a brand that not only focuses on quality, but also on ethical and religious values.
- c) The expansion of, this strategy allows 32 Meat House to reach a wider segment of the Muslim market.

By integrating sharia values, 32 Meat House can strengthen its position as a premium brand that not only offers quality, but also trust and relevance to consumer needs.

Customer Trust in Product Quality 32 Meat House

Customer trust in 32 Meat House is built through various factors, including commitment to halal products, maintaining reasonable prices, and providing the best service. By ensuring that all its products meet halal standards, customers feel safe and confident to buy. In addition, friendly and professional service also strengthens that trust. Product and service quality have a huge impact on brand loyalty. High-quality products attract loyal customers, while optimal service keeps customers satisfied. In the food business, product quality

is a non-negotiable aspect. Customers who are satisfied with the quality of the beef they buy are likely to buy again, and even recommend it to others.

To maintain product quality, 32 Meat House applies very high standards. They strictly screen their meat suppliers and only work with suppliers that meet five-star standards. This way, they can ensure that every product that reaches their customers is the best. Despite operating mainly through social media, this obstacle has not prevented them from maintaining quality and continuing to grow.

For almost 5 years, despite being online-based, 32 Meat House has been able to survive and continue to grow. This shows that focusing on product quality and service is an effective strategy in building customer loyalty. Currently, they are also considering opening a physical store (offline store) as a strategic step forward. This step is taken with the consideration that although competition in the meat market is quite large, the market share is also large. As such, there is room for many players in the industry, and 32 Meat House believes that the quality of their products and services will remain a competitive advantage.

In conclusion, brand loyalty of 32 Meat House is built through consistent positive experiences, superior product quality, and optimal service. By maintaining high standards and continuously improving interactions with customers, 32 Meat House succeeds in creating trust and satisfaction which is the basis of customer loyalty. This success is the foundation for them to continue to grow and compete in a competitive industry.

Sharia Marketing Conducted by Toko 32 Meat House

In carrying out its strategy, 32 Meat House also adopts the principles of sharia marketing, which include: Halal Products: Ensure that all products sold meet halal standards, providing a sense of security and confidence to Muslim customers. Honesty in Communication: Provide transparent product information, including meat origin, processing methods, and product benefits without exaggeration. Fair pricing: Offering prices that match the quality of competitive products without taking excessive profits. Ethics in Promotion: Do not use manipulative or underhanded strategies, but focus on providing tangible benefits to customers. And Balance Interest: Balancing customer and business interests by providing the best service, maintaining product quality, and prioritizing customer satisfaction.

In the context of beef marketing, the integration of Shariah principles can be an important element relevant to attracting and maintaining consumer trust, especially in areas where the majority of the population is Muslim. The following are steps that can be taken:

- a) Halal product education, providing clear and transparent information regarding halal product certification, from the cutting process to distribution.
- b) Shariah values campaigns, using campaign themes such as "Halal Meat and Good for the Family" use reinforcement of product identity as a choice that is in accordance with Islamic values.

- c) Transparency of the production process, by showing video documentation of the slaughtering process in accordance with sharia procedures. Educating consumers on the steps taken to ensure the quality and halalness of the products are maintained until they are received by consumers.
- d) Religious content, utilizing religious moments such as Ramadan or Eid al-Adha by providing tips on cooking halal and healthy beef. (Alamäki & Korpela, 2021)

These principles are in line with the principles of sharia marketing including the principle of justice, the principle of al-iḥ (doing good), the principle of al-Ma'ūliyah (accountability, responsibility), the principle of al-i y h, the principle of balance, and the principle of honesty and truth. These sharia principles can be interpreted as all resources in the Islamic economy are seen as a deposit or gift from Allah SWT (Dahruji, 2023) (Abdurrahman, 2022).

The principles of Islamic marketing include the principle of justice, the principle of al-iḥ (doing good), the principle of al-Ma'ūliyah (accountability, responsibility), the principle of al-i y h, the principle of balance, and the principle of honesty and truth. These sharia principles can be interpreted as all resources in the Islamic economy are seen as a trust or gift from Allah SWT (Dahruji, 2023) (Abdurrahman, 2022). Emphasizes the principles of honesty, responsibility, absence of fraud, keeping promises, and generous service (Nila et al., 2023).

Conclusion

Based on the result above, it can be concluded that Meat House's initial steps in conducting digital promotions started from the Instagram platform and utilized promotions through *broadcasting* WhatsApp numbers. In optimizing the quality of content on social media, 32 Meat House prioritizes two main approaches: promotion and advertising. One of the things that distinguishes 32 Meat House from its competitors is the concept of special promos that are often offered at certain times. The marketing strategies used are Product education, Attractive visual content, Promotional offers and discounts, Interaction with consumers. Through the *7P approach* (product, price, place, promotion, people, process, and physical evidence) coupled with a touch of *feeling* or emotional attention to customers, 32 Meat House is able to create a satisfying shopping experience. 32 Meat House brand loyalty is built through consistent positive experiences, superior product quality, and optimal service. The impact of marketing strategies that are felt are more loyal consumers, positive brand image, expansion. In carrying out its strategy, 32 Meat House also adopts Sharia marketing principles, namely halal product education, Sharia value campaigns, and transparency of production processes.

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