



## Building Brand Creation According to Sharia Concept

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### **Abstract**

This article analyzes brand creation from the perspective of Sharia principles. Conventional branding emphasizes differentiation and emotional connection, but Islamic branding integrates ethical values such as honesty, fairness, and trustworthiness. Using qualitative normative analysis of international and Indonesian literature, Islamic sources, and case studies, the study explores strategies for building Sharia-compliant brands. Findings show that brand creation under Sharia requires embedding Islamic values in identity, communication, and governance, supported by halal certification and regulatory institutions. Theoretically, the research refines branding concepts by incorporating maqasid al-shariah. Practically, it provides Muslim businesses and policymakers with strategies for ethical differentiation, consumer trust, and long-term competitiveness. The article concludes that Sharia branding is both a spiritual obligation and a strategic necessity, with implications for Islamic marketing management and the development of halal industries.

**Keywords:** *Sharia branding, brand creation, Islamic ethics, halal certification, Islamic marketing.*

### **INTRODUCTION**

The concept of branding has become central to modern marketing, providing businesses with the ability to differentiate themselves in competitive markets. Brands serve as symbols of trust, recognition, and value, influencing consumer decision-making and shaping perceptions of quality (Kotler & Keller, 2016, p. 215). In conventional marketing literature, brand creation emphasizes differentiation, positioning, and emotional engagement with consumers. However, in Islamic contexts, the creation of a brand must be guided not only by business objectives but also by religious and ethical considerations (Alserhan, 2011). The rise of Islamic marketing management as a discipline reflects the growing demand for branding strategies that align with Sharia principles, particularly in markets such as Indonesia, Malaysia, and the Middle East (Wilson & Liu, 2010).

The importance of Sharia-compliant brand creation is reinforced by the rapid growth of the global halal industry, which spans food, finance, fashion, pharmaceuticals, and tourism. According to the State of the Global Islamic Economy Report, Muslim consumer spending is projected to exceed USD 2 trillion by 2024, underscoring the scale of opportunities for Sharia-compliant businesses (DinarStandard, 2022). In Indonesia, the world's largest Muslim-majority country, the government has prioritized halal industry development, making branding an essential component of competitiveness. Companies are expected to integrate Islamic values into their products and brand identity to win consumer trust (BPS-Statistics Indonesia, 2021).

Despite this progress, a gap persists between conventional branding strategies and the requirements of Sharia. Conventional branding often relies on persuasion, emotional manipulation, and aspirational imagery, which may conflict with Islamic principles of honesty (sidq), fairness (adl), and trustworthiness (amanah) (Chapra, 2008, p. 72). Empirical studies show that Muslim consumers value transparency and ethical conduct, yet deceptive advertising and exaggerated claims remain widespread in Muslim markets (Abdullah & Ismail, 2013). This raises questions about how businesses can authentically embed Islamic values into brand creation without compromising competitiveness.

From a theoretical standpoint, integrating Islamic concepts into brand creation enriches marketing scholarship by expanding frameworks to include spiritual and ethical dimensions. From a practical perspective, it provides Muslim businesses with guidelines for creating brands that are both effective and compliant with Sharia. Existing literature has discussed Islamic marketing broadly but has not systematically examined the process of brand creation within the Sharia framework (Saeed et al., 2001). This study seeks to fill that gap by exploring how Sharia principles shape brand identity, communication, and governance.

Accordingly, this research asks three interrelated questions: First, how is brand creation conceptualized in conventional marketing and how does it differ under Sharia principles? Second, what strategies enable businesses to build Sharia-compliant brands that resonate with consumers? Third, what are the theoretical and practical implications of Sharia-based brand creation for Islamic marketing management? The objectives of this research are to analyze the process of brand creation through Sharia perspectives, develop a conceptual framework integrating Islamic values, and propose practical recommendations for businesses and policymakers. This study is significant in contributing both to Islamic marketing theory and to the practice of ethical brand building in Muslim-majority markets.

## LITERATURE REVIEW

Brand creation is traditionally understood as the process of building identity, recognition, and consumer loyalty through consistent messaging and differentiation (Keller, 2013). Conventional theories emphasize the symbolic role of brands in creating emotional connections and competitive advantage (Kapferer, 2012, p. 45). However, Islamic marketing scholars argue that brand creation in Muslim contexts must integrate ethical and religious principles, ensuring that branding strategies align with Sharia (Alserhan, 2011). This includes compliance with *maqasid al-shariah*, which emphasizes protection of religion, life, intellect, lineage, and wealth (Chapra, 2008, p. 75).

Empirical research highlights that Muslim consumers increasingly demand brands that embody Islamic values. Hassan and Harahap (2010) found that Sharia-compliant branding enhances consumer trust in Islamic banks. Alam and Sayuti (2011) showed that halal certification strengthens consumer purchase intentions in Malaysia. Indonesian studies also reveal that ethical branding positively influences loyalty in Islamic financial institutions (Nurhanifah, 2022). Despite these findings, challenges remain in ensuring authenticity, avoiding superficial "Islamic labeling," and balancing commercial goals with ethical imperatives (Wilson & Liu, 2010).

The literature suggests that while Sharia branding has emerged as a significant topic, most studies focus on halal certification and consumer behavior rather than the comprehensive process of brand creation. This research positions itself within the broader discourse by exploring brand creation as a strategic and ethical process embedded in Islamic marketing management, contributing both conceptual clarity and practical guidance.

## THEORETICAL FRAMEWORK

This study draws on three theoretical frameworks to analyze brand creation under Sharia principles.

Conventional Branding Theory emphasizes positioning, differentiation, and identity. Kotler and Keller (2016, p. 218) argue that brand creation involves developing unique associations that set products apart in the minds of consumers. While effective, these strategies often rely

on psychological persuasion and symbolic manipulation, which may conflict with Islamic ethics.

Islamic Ethical Theory provides normative guidance, rooted in Qur'an and Hadith, for ensuring honesty, fairness, and responsibility in economic activities. The Prophet Muhammad emphasized truthfulness in trade and warned against deception, establishing ethics as inseparable from business (Al-Qaradawi, 1995, p. 210). In brand creation, this implies that identity and communication must reflect sincerity and avoid misrepresentation (Abdullah & Ismail, 2013).

Maqasid al-Shariah Framework integrates spiritual and societal objectives into economic activities. Chapra (2008, p. 76) highlights that the purpose of Islamic economics is to promote welfare and justice, which implies that branding must enhance trust, social responsibility, and sustainability. This framework ensures that brand creation serves not only business goals but also contributes to societal well-being.

Together, these frameworks provide the foundation for analyzing how Sharia reshapes brand creation, enabling businesses to align market strategies with ethical and religious imperatives.

## PREVIOUS RESEARCH

Saeed et al. (2001) examined international marketing ethics from an Islamic perspective, highlighting the importance of honesty and fairness. Hassan and Harahap (2010) explored CSR disclosure in Islamic banks, demonstrating how ethical branding strengthens trust. Alam and Sayuti (2011) studied halal purchasing in Malaysia, confirming that Sharia-compliant branding enhances purchase intentions.

Wilson and Liu (2010) analyzed global halal branding, arguing that Islamic values increasingly shape consumer behavior. Alserhan (2011) provided a conceptual foundation for Islamic marketing, situating brand creation within ethical frameworks. More recently, Nurhanifah (2022) analyzed Sharia-compliant marketing in Indonesia, identifying gaps between theory and practice.

These studies collectively highlight progress in Islamic marketing scholarship but reveal gaps in systematically analyzing the process of brand creation under Sharia principles. This study builds upon these contributions by offering a comprehensive framework for Sharia-based brand creation.

## METHOD

This study employs qualitative, normative data focusing on textual analysis of Qur'an, Hadith, books, journal articles, theses, and institutional reports (Creswell, 2014, p. 186).

Primary sources include classical Islamic texts and contemporary Sharia economic regulations. Secondary sources include international journals, Indonesian Sinta-Garuda publications, and reports from institutions such as BPS and World Bank. Document analysis and literature review methods were used to collect data from verified academic and institutional sources (Bowen, 2009).

Thematic analysis was employed to identify recurring themes in Sharia-compliant brand

creation (Braun & Clarke, 2006). Synthesis of findings was achieved by integrating theoretical frameworks with empirical literature to propose strategies for Sharia-compliant brand creation (Miles & Huberman, 1994, p. 117).

## RESULTS AND DISCUSSION

Findings reveal that brand creation under Sharia must integrate conventional branding strategies with Islamic ethical principles. While differentiation and identity remain important, they must be grounded in honesty, transparency, and responsibility. Previous studies confirm the role of ethics in building trust, while this research extends the discussion by embedding maqasid al-shariah as a guiding framework.

### 1. Conceptualizing Brand Creation in Sharia Context

This addresses the first research question. Brand creation in Sharia contexts modifies conventional strategies by embedding values of sidq, amanah, and adl. Advertising and communication must avoid exaggeration, while visual identity must reflect modesty and sincerity. Islamic branding thus redefines positioning as not only a market strategy but also a spiritual commitment (Alserhan, 2016).

### 2. Strategies for Building Sharia-Compliant Brands

This addresses the second research question. Strategies include integrating halal certification, transparent communication, CSR, and Sharia governance structures. Case studies from Indonesian halal food and finance industries illustrate how embedding Islamic values enhances consumer loyalty (Hassan & Harahap, 2010; Nurhanifah, 2022).

### 3. Implications for Islamic Marketing Management

This addresses the third research question. Findings highlight theoretical implications by refining brand creation frameworks and practical implications by guiding Muslim entrepreneurs in ethical brand differentiation. Institutional support from OJK and halal certification bodies reinforces credibility and competitiveness (OJK, 2021).

This study finds that brand creation according to Sharia requires embedding Islamic ethics into identity, communication, and governance. Theoretically, it expands branding literature by integrating spiritual objectives. Practically, it provides Muslim businesses with strategies for ethical differentiation and competitiveness. The implications include refinement of Islamic marketing theory, enhanced consumer trust, and policy guidance for regulators promoting Sharia-compliant industries.

## CONCLUSION

Brand creation, when guided by Sharia, becomes not only a commercial process but also a moral and spiritual commitment. This study demonstrates that embedding honesty, fairness, and social responsibility into branding enhances consumer trust and long-term sustainability. The findings contribute to Islamic marketing theory by refining branding frameworks and to practice by providing strategies for businesses and policymakers. Future

research should explore empirical testing of Sharia branding models across industries and countries.

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