

## Endorsement as a Marketing Strategy Trend in Islamic Perspective

**Ahmad Ali Sopian**

UIN Sunan Gunung Djati Bandung, Indonesia  
aalsopian24@gmail.com

### **Abstract**

The endorsement is an activity where business owners endorse or ask celebrities to give testimonials and promote their homework through social media. The effectiveness of endorsements lately is considered as a marketing strategy that is widely relied on by business people, especially the sale of products that use the means of purchase and payment with the online system. The methodology used in this paper is the study of literature, where the collection of reference sources is based on the publication of scientific works and unpublished papers. The conclusion of the results of this study is endorsement is considered as an effective social media promotion where actors or figure figures obtain products for free from producers with the obligation to do testimonials and conduct product promotions. In the review of the effectiveness of Islam Endorsement falls into the scope of the case mu'amalah al-adat which means the original law of the case is allowed as long as it does not contain prohibited elements in shari'a that can change the law to be prohibited.

**Keywords:** *Endorsement, Marketing, Products, Islam*

## Endorsement Sebagai Trend Strategi Pemasaran Dalam Prespektif Islam

### **Abstrak**

Endorsement merupakan kegiatan dimana para pemilik bisnis meng-endorse atau meminta para selebriti untuk memberikan testimoni dan mempromosikan prdoduknya melalui media social. Efektifitas endorsement belakangan ini dinilai sebagai strategi pemasaran yang banyak diandalkan oleh pebisnis, utamanya penjualan produk yang menggunakan cara pembelian dan pembayaran dengan sistem online. Metodologi yang digunakan dalam tulisan ini adalah studi literatur, dimana pengumpulan sumber referensi berdasarkan publikasi karya ilmiah maupun karya tulis yang belum di publikasikan. Kesimpulan dari hasil studi ini adalah Endorsement dinilai sebagai social media promotion yang efektif dimana aktor atau tokoh figur memperoleh produk secara gratis dari peodusen dengan kewajiban melakukan testimoni dan melakukan promosi produk. Dalam tinjauan perspektif islam Endorsement masuk kedalam cakupan perkara mu'amalah al-adat yang berarti hukum asal dari perkara tersebut adalah diperbolehkan selama tidak mengandung unsur-unsur terlarang dalam syari'at yang mampu merubah hukumnya menjadi terlarang

**Kata-kata Kunci:** *Endorsement, Pemasaran, Produk, Islam*

## INTRODUCTION

The Covid pandemic disaster that has occurred since the end of December 2019 is felt to have a very broad and massive effect on economic conditions (Supriatna, 2020). It can even be said to have almost changed the entire economic and business order in various sectors (ilo, 2020). Restrictions on community activities as an effort to prevent the spread of the Covid-19 virus affect business activities which then have an impact on the economy (Jawahir Gustav Rizal, 2020).

The business world in the modern era takes this golden opportunity by including

communication media into marketing strategies (Bria, 2013). It is now happening in several social media which have been widely used for promotional and marketing media, namely Facebook, Twitter, Instagram, Linked In, YouTube (Savitry, 2016) and other platforms (Kurtz et al., 2019: 503). Social media is now a part of everyday life. Organizations and producers look for loopholes in making news (publicity) (Hanley, 2014), connecting with new friends, and building communities in cyberspace (Schiffman et al., 2013). So from these quotes it can be assumed that the virtual world can also be used to find new potential customers.

In connection with the increase in Instagram users, making one of the trends in today's effective modern marketing methods is Endorsement (Appel et al., 2020). It is a social media promotion that is quite effective (Rantanen, 2017). Apart from being easy, fast, and inexpensive, promotions through endorsements are also aimed directly at prospective buyers (Osei-Frimpong et al., 2019).

The following is product data of companies that use celebrity services through endorse to promote products on their social media accounts (Sekar, 2020).

| Product Manufacturer (Brand)                                                                       | Product Category          | Artist                      | Endorse Rates (million)            | Number of Social Media Followers |           |         |
|----------------------------------------------------------------------------------------------------|---------------------------|-----------------------------|------------------------------------|----------------------------------|-----------|---------|
|                                                                                                    |                           |                             |                                    | Instagram                        | Twitter   | Youtube |
| Anak Sehat Sidomuncul, Tolak Angin Anak, Hemaviton C1000, Susu Bendera 3+, Wipes Wipol Disinfektan | Beverages, Health issues  | Rafi Ahmad & Nagita Slavina | Rp. 20-27 / day, Rp. 40-60 / month | 50.868.887                       | 7.890     | 19,5jt  |
| Keripik jaman now, Taqychan Saffron                                                                | Snacks, Drinking Utensils | Ria Ricis                   | Rp. 5 -10                          | 23.099.881                       | 5.014.000 | 24,5jt  |
| Lifebuoy                                                                                           | Soap and shampoo          | Zaskiya Adya Mecca          | Rp. 22,5                           | 18.163.056                       | 200       | 473K    |
| Wardah, Sahaja                                                                                     | Cosmetics, Detergent      | Ayana Moon                  | Rp. 15-20                          | 3.259.329                        | 165.000   | 480K    |
| Promago Frisian Flag                                                                               | Drinks                    | Hamidah Rachmayanti         | Rp. 9 - 10                         | 1.308.381                        | 3.298     | 307K    |

Based on the data above can be known that a celebrity Rafi Ahmad who has a follower on social media Instagram as much as 50.8 jt much in demand by brands of products in the country to do promotions through endorsements (Linda Hasibuan, 2019). The current endorsement phenomenon can be significantly felt in its existence.

Considering the number of followers you have, of course, celebrities will have an impact on the readers of the posts. The product that was promoted in a directed manner has been delivered to the millions of consumers who are followers of the idol and decided to buy the product to have the same item as his idol (Hughes et al., 2019). The endorsement can be one of the marketing strategies relied on by business people, especially trade activities that use online buying and payment methods. Because the effectiveness of endorsement in doing business is also strongly felt for new products so that the existence of the product is known to the public (Zipporah and Mberia, 2014).

## METHOD

The method used in this paper is a literature study, in which literary studies or literature studies are studies conducted only based on written work, including research results,

both published and unpublished. A literature study is another term for literature review, literature review, theoretical study, theoretical basis, literature review, and theoretical review. According to Melfianora, Literature study or literature study and library research or library research, although it can be said that they are similar, are different (Melfianora, 2019).

## RESULTS AND DISCUSSION

The strategy is a series of goals and objectives, policies, and rules that provide direction to marketing efforts from time to time, at each level and its references and allocations, especially as a response to the organization/business company in facing the environment and competitors' changing circumstances. The marketing strategy can be about specific strategies for target markets, positioning, marketing mix, and marketing development in competitive advantage (Ferdinand, 2002).

Endorsement means to support or advice (Winterton, 2006). The endorsement is a testimonial, a written or spoken statement endorsing, promoting, or advertising a product (Awobamise and Jarrar, 2018). The endorsement is social media promotion a fairly effective (Samarasinghe, 2018).

Guaranteed, the followers of thousands of artists will read posts from artists promoting their products, and among them will be interested in buying these products to have the same items as their idols (Beadon, 2020). In the marketing process, there is a flow of information delivery or messages from sellers (companies) to buyers (consumers) (Lamb, 2004: 327). It is stated that four concepts form the main staple of marketing is called the marketing mix, namely product, price, place, and promotion (Tulika, 2017: 7). Of the four marketing mix variables, promotion is the main tool in carrying out a marketing communication strategy. The other three variables coordinate with the promotion variable to create the most effective communication strategy for the company.

This means that marketing communication is contained in the marketing design established by the company (Armstrong and Kotler, 2009: 379). The definitions of marketing communication are: (1) The process of presenting an integrated set of stimuli to a target market with the intent of evoking a desired set of responses within that target market and (2) Settings up channel receive, interpretation, and act upon a message from the market for public (Fill, 1999: 6); defined as Endorsement. It is a testimonial, a written or spoken statement endorsing, promoting, or advertising a product. The endorsement is social media promotion a fairly effective (Jafeta, 2018).

According to Shimp, there are five characteristics of celebrity endorsers called the TEARS model. These five characteristics can be used by companies as a reference in choosing celebrity endorsers so that the advertisements they star in can be effective in influencing consumer responses are as follows (Shimp, 2010):

- 1) Trustworthiness, refers to the ability to be trusted, honesty, and the integrity of a celebrity. A celebrity must be able to convince consumers that he is not trying to manipulate and be objective in presenting a product or service. By doing this, celebrities establish themselves as trustworthy. Consumer confidence in celebrity endorsers can be obtained through information about life celebrities professionally and personally, which is, of course, available in the mass media. Companies can benefit from the value of trustworthiness by choosing endorsers that people perceive as

honest, trustworthy, and dependable on.

- 2) Expertise, refers to the knowledge or skills possessed as an endorser. Is it very important for companies to choose the right celebrity endorser because it is expected that these celebrities can be more persuasive in changing consumer opinions
- 3) Attractiveness, refers to several physical characteristics that can be seen in the celebrity, for example, good looks / beauty, athleticism, and so on.
- 4) Respect, refers to an endorser who is admired and respected by consumers because of their personal qualities and achievements.
- 5) Similarity, is an important attribute because it is easier for consumers to relate to an endorser who has the same characteristics as the consumer.

The rise of commerce online in Indonesia, as the Muslim majority country, makes merchants online on Instagram be observant of the opportunities they have in marketing products to consumers, one example is celebrity endorsers. purposes of modifying present company messages and identifying new communication opportunities.

Marketing in the Islamic view is seen as the application of a strategic discipline following the values and principles of sharia. The idea of Sharia Marketing itself was created by two experts in the field of marketing and Sharia, namely Hermawan Kertajaya, who is one of fifty teachers who have changed the future of the marketing world together with Philip Kotler, and Muhammad Syakir Sula, They provide definitions for Sharia Marketing (Sharia Marketing), are as follows: Sharia Marketing is a strategic business discipline that directs the process of creating, offering, and changing the value from one initiator to its stakeholders, and the whole process should be following muamalah principles in Islam (Khoiri Abdi and Febriyanti, 2020).

Translating from the meaning of Sharia Marketing is a strategic discipline that directs the process of creating, offering, and changing values from one initiator to its stakeholders, which in the whole process is following the contract and Islamic principles of muamalah. This means that in sharia marketing, the entire process, be it the process of creation, the process of offering, or the process of changing the value (value), there must be things that are contrary to the contract and the Islamic principles of muamalah. As long as this can be guaranteed, and deviation from Islamic muamalah principles does not occur in any transaction in marketing it is permissible (Novy Aditasari, 2015). Islam views marketing as a sale and purchase that must be displayed and shown its features and weaknesses so that other parties are interested in buying it. The Word of Allah SWT in the Quran, which means: *"Verily Allah has bought from the believers, themselves and their property by describing heaven for them."* (At-Taubah: 111) In a hadith it is also stated: *"Know that heaven is a commodity of Allah, and know that goods from heaven are expensive."* (HR. At-Tirmidhi).

There are nine kinds of ethics (morals) that a salesperson must-have. which will be the principles for sharia marketers in carrying out marketing functions, namely (SETIAWAN, 2018):

- (1)) Have a spiritual personality (taqwa) Have a
- (2) good and sympathetic personality (shiddiq)
- (3) Be fair in doing business (al-'adl)
- (4) Serving customers with humility (khitmah)

- (5) Always keeping promises and not cheating (tahfif)
- (6) Honest and trustworthy (trustworthy)
- (7) Does not like prejudice
- (8) Does not like to badmouth; and
- (9) Not making bribes (risywah).

There are four characteristics of sharia marketing that can be a guide for marketers including:

a. Theistic (Rabbaniyyah) The

soul of a sharia marketer believes that sharia laws which are divine are the fairest laws, so that they will comply with them in every marketing activity carried out. In every step, the activities and activities carried out must always be based on Islamic law. A sharia marketer even though he is unable to see Allah, he will always feel that Allah is always watching him. So that he will be able to avoid all kinds of actions that cause other people to be deceived by the products he sells. Because a sharia marketer will always feel that every action that is done will be judged. As the verse in the Qur'an Surah Al-Zalzalah: 7-8

فَمَنْ يَعْمَلْ مِثْقَالَ ذَرَّةٍ خَيْرًا يَرَهُ, وَمَنْ يَعْمَلْ مِثْقَالَ ذَرَّةٍ شَرًّا يَرَهُ

*Whoever does good as much as dzarrah, surely He will see (reply) it, And whoever does evil as big as dzarrah, undoubtedly He will see (reply) it too. (Abdullah Yusuf Ali, 1993)*

b. Ethical (Akhlaqiyyah)

Another feature of sharia marketers is to prioritize moral issues in all aspects of their activities. Islamic marketing is a marketing concept that emphasizes moral and ethical values regardless of any religion, because it is universal. Because ethical values are universal values taught by all religions. To achieve this goal, Allah swt. provide guidance through His apostles which includes everything that humans need, both creeds, morals (morals, ethics), and sharia. The first two components, faith and morals are constant, both of which do not experience any changes with different times and places. Meanwhile, sharia always changes according to the needs and level of human civilization, which varies according to the respective messengers.

c. Realistic (Al-Waqiyyah)

Sharia marketing is not an exclusive, fanatical, anti-modernity, and rigid concept. Sharia marketing is a flexible marketing concept, as is the flexibility of Islamic sharia that underlies it. Sharia marketers do not mean that marketers must look Arabian and forbid ties because they are considered a symbol of western society. Sharia marketers are professional marketers with a clean, tidy, and understated appearance, regardless of the style or style of dress they wear. They work professionally and promote religious values, piety, moral aspects, and honesty in all their marketing activities.

d. Humanistic (Insaniyyah)

Another feature of marketer sharia is its universal humanistic nature, namely that sharia was created for humans to elevate their rank and maintain their human nature. Sharia



Islamic was created for humans according to their capacities regardless of race, color, nationality and status. This is what makes sharia universal so that it becomes universal humanistic sharia. Humanistic (insaniyyah) is that sharia is created for humans so that their rank is elevated, their human nature is maintained and preserved, and their animal characteristics can be restrained by the guidance of sharia. By having humanistic values, he becomes a man who is controlled and balanced (tawazun), not a greedy human, who justifies any means to gain the maximum benefit. Not being a happy human being above other people's suffering or a dry human with social care. Islamic Sharia is humanistic sharia (insaniyyah). Islamic Sharia was created for humans according to their capacities regardless of race, color, nationality and status. This is what makes sharia universal so that it becomes universal humanistic sharia.

Endorsement in Islam includes matters of mu'amalah and 'adat. The law of origin of the case is permissible as long as it does not contain prohibited elements in the shari'ah which are capable of changing the law to be prohibited. Promotional or advertising through the promotion Endorsement by celebrities to testify and promote products through its social media is coupled with Me- instagram mention account the online store of the business owners, and business owners will give free products to celebrities to promote their products (Dyah, S., 2014) .

In Islam, it is not allowed to do endorsements containing images that can provoke lust, such as presenting pictures of women who are tabarruj (preening) and naked (not wearing Islamic clothes); the works of the perpetrators of corruption, immorality and error. and it is not allowed to design an endorsement to promote wine, cigarettes, narcotics, and the like. Nor is it to promote gambling and betting, whether gambling related to sports events or not. Because all intermediaries that are not in accordance with the shari'ah will contain the damage and has the potential to destroy religion and morals, nor entirely forbidden and haram to help based on the word of Allah Ta'ala in the letter of al-Maidah: 2

وَتَعَاوَنُوا عَلَى الْبِرِّ وَالتَّقْوَىٰ ۖ وَلَا تَعَاوَنُوا عَلَى الْإِثْمِ وَالْعُدْوَانِ ۚ وَاتَّقُوا اللَّهَ ۚ

*And help you in (doing) goodness and piety, and don't help in committing sins and transgressions, And fear Allah.. " (Surah al-Maaidah: 2)*

In the Endorsement it is also not allowed to manipulate by advertising a product that contains elements of deception and counterfeiting (imitation goods) based on the words of the Prophet sallallahu 'alaihi wa sallam "Whoever deceives, he is not included in our group. People who do

deceit and counterfeit, are in hell. " And also the words of the Prophet sallallahu 'alaihi wa sallam, "A Muslim is another Muslim brother, it is not lawful for a Muslim to sell goods to a brother whose defects have a defect, unless he explains the defect" (Hartati, 2020).

Islam forbids women to cast charms on any man except their husband. In other words, Islam forbids every attempt by the women to highlight and show their "attractive" sides to foreign men. This activity of sowing charm is what language and syara 'call tabarruj. It is said: tabarrajat al-mar'ah (a woman with tabarruj) means adzharat zînahâ wa mahâsinâhâ li al ajânib (the woman shows off her jewelry and beauty to a foreign man instead of her mahram). Tabarruj is done by a woman through an appearance that is not usually displayed by women in everyday life, either with clothes, jewelry, make-up or

certain movements with the intention of showing that she is a woman who is quite attractive / beautiful when seen by men.

So to avoid tabarruj for celebrity endorsers, Islamic business people will be quite creative by displaying photos of models or celebrity endorsers who pose complete clothes and beautiful and syar'i hijabs that they sell with poses that do not show the face of the celebrity endorser or even usually use blurring / explode the face part of the celebrity endorser.

## CONCLUSION

Endorsement is a social media promotion that is quite effective in which actors or figures obtain products for free from producers with the obligation to do testimonials to be published with the aim of product promotion. The producer benefits from the delivery of product information to consumers who are followers of this figure. The increase in sales of a product is inseparable from the role of the ad star in promoting the product in question. Endorser is a support tool used in advertising for the purpose of marketing a product. An endorser can be said to be an icon to deliver messages and / or information as well as a demonstration of the use of the product as an effort to promote the product.

The endorsement in the Islamic perspective is included in the scope of the case mu'amalah al-adat, which means that the law of origin of the case is permissible as long as it does not contain prohibited elements in the shari'ah that are able to change the law to be prohibited. Marketing through endorsements has been widely used by Muslim businessmen in Indonesia.

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