

THE IMPLICATION OF GREEN MARKETING IN THE DIGITAL ERA A MAQASHID SHARIA PERSPECTIVE

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Abstract

Green marketing has become an essential strategy in addressing environmental challenges and climate change. In the digital era, green marketing not only focuses on environmentally friendly products but also utilizes digital technology to enhance consumer awareness and participation. However, the implementation of green marketing needs to be examined from the perspective of Maqashid Sharia, which emphasizes the protection of key elements: religion (din), life (nafs), intellect (aql), progeny (nasl), environment (bi'ah), and wealth (mal).

This study aims to analyze the implications of green marketing in the digital era within the framework of Maqashid Sharia, as well as to identify the challenges and opportunities that arise. Using a qualitative approach and literature study, the research finds that green marketing in the digital era can contribute to the protection of the environment (hifzh al-bi'ah) as part of hifzh al-nafs and hifzh al-mal.

Monitoring is required to ensure that green marketing practices do not violate Sharia principles, such as avoiding gharar (uncertainty) and maysir (speculation). The findings of this study are expected to provide recommendations for business practitioners and regulators in developing green marketing strategies that align with Sharia principles and support sustainable development.

Keywords: *Environmental Protection, Digital era, Maqashid Sharia, Green Marketing*

A. INTRODUCTION

Environmental conditions have become a global concern each year, in line with the growing public awareness of the importance of preserving nature. High levels of pollution, large-scale exploitation of natural resources, climate change, global warming, and various other natural phenomena have increasingly raised concerns about environmental sustainability. These environmental issues can only be addressed if consumers play an active and responsible role in reducing the impact of environmental degradation.(Ditahardiyani dkk., 2023).

Green marketing has increasingly become an important business strategy in efforts to preserve the environment and remains a highly relevant approach in the modern era.(Saputra & Shihab Saggaff, 2024). The concept not only emphasizes the development of environmentally friendly products but also involves a broader approach to building a positive company image and strengthening consumer loyalty. (Setyawan et al., 2021). In this context, digitalization plays a crucial role in facilitating effective green marketing strategies.

Green marketing in the digital era offers significant opportunities for companies to adapt to changing consumer behavior and market demands that are increasingly focused on sustainability. By leveraging digital technology, companies can build brands that are not only economically profitable but also socially and environmentally responsible.(Bruce et al., 2023). Although there are many opportunities, companies also face challenges in implementing green marketing in the digital era. They need to develop effective marketing communication strategies to enhance their green competitiveness.(Chen et al., 2021).

Green marketing in the digital era, particularly from the perspective of maqasid syariah, offers a holistic approach in integrating sustainability principles with Islamic values. Maqasid syariah, which focuses on the primary objectives of syariah to achieve the well-being of humanity, encompasses the protection of life (hifz al-nafs), intellect (hifz al-aql), lineage (hifz al-nasl), wealth (hifz al-mal), and religion (hifz al-din).(Sulistiawati & Fithria, 2021).

The effective implementation of green marketing from the perspective of maqasid syariah also supports the achievement of sustainable development goals (SDGs). By offering products that are not only environmentally friendly but also generate positive social impact, companies can contribute to efforts in poverty alleviation and improving community welfare. (Hai et al., 2022). Public awareness of environmental sustainability continues to increase in response to the impacts of global warming, encouraging people to be more selective in using products that could exacerbate the situation .(James Rianto Situmorang, 2011). Recently, most consumers have become aware that their purchasing behavior has a direct impact on the emergence of various environmental issues.

In the ever evolving digital era, the integration of green marketing concepts and maqasid shariah principles has become increasingly significant. This is especially related to how companies can optimize digital technology to achieve sustainability while adhering to shariah principles. This research aims to analyze the role of digital-based green marketing in enhancing consumer understanding of products that align with maqasid shariah. Through the use of digital platforms, companies can educate consumers about the benefits of environmentally friendly products and their compatibility with Islamic values.

B. LITERATURE REVIEW

1. Green Marketing

The concept of green marketing has rapidly evolved since it was first described by Hennion and Kenniar in 1976, who defined it as the focus on all marketing activities that contribute to solving environmental problems while providing solutions to those issues. Green marketing encompasses a wide range of actions aimed at all consumers by integrating marketing elements such as pricing, planning, processes, production, promotion, and individual engagement. All activities are designed to reflect the company's commitment to reducing the environmental impact of the products and services offered.(Qurniawati, 2018).

Green marketing has been widely accepted among companies as a worthy competitive strategy. The term "green" is often interchangeably used with "pro-environmental." Many companies are committed to implementing green marketing in their marketing communications. The goal is to capture a larger market share from the continuously growing segment of environmentally conscious consumers.(James Rianto Situmorang, 2011).

Green marketing refers to a marketing approach that emphasizes environmentally friendly products and services, including production processes designed to minimize carbon footprints and utilize recyclable materials. The implementation of green marketing not only focuses on providing sustainable products but also involves promoting and educating consumers about the importance of preserving the environment. Through green marketing, the creation of environmentally friendly products is encouraged to minimize the negative impact on nature. First, producers and advertisers strive to provide products that meet the needs of environmentally conscious consumers. Second, concern for the environment drives companies to be more innovative, create sustainable competitive advantages, and attract the attention of consumers who are increasingly sensitive to environmental sustainability issues.(Saputra & Shihab Saggaff, 2024).

Green marketing in practice encompasses a wide range of activities, such as: using recyclable packaging and raw materials, reusable materials, photodegradable and/or

biodegradable materials, pollution-free production, aerosol-free raw materials, pesticide-free agriculture, chemical-free food preservation, using fewer raw materials, and using natural materials.(Oyewole, 2001).

2. The Difference Between Traditional Marketing and Green Marketing

Differentiating Factors	Green Marketing	Traditional Marketing
Entitie	Companies, consumers, and the environment.	Companies and Consumers
Goal	<ol style="list-style-type: none"> 1. Customer Satisfaction 2. Satisfaction of Achieving Company Targets 3. Minimizing Ecological Impact 	<ol style="list-style-type: none"> 1. Customer Satisfactio 2. Satisfaction Achieved
Responsibilit	Social	Economic
Scope of marketing decisions	<ol style="list-style-type: none"> 1. The entire product value chain from acquisition perolehan 2. From raw materials to post-consumption 	From production to product consumption
Define Ecology	Official requirements	"Exceeding regulations; designed for the environment

Sumber: (Chamorro & Bañegil, 2006)

As can be seen in the table, there are significant differences that the author believes are important in the way of thinking between traditional marketing and green marketing. However, just like what happens when applying marketing philosophy, implementing the philosophy behind green marketing cannot be achieved by simply forming a marketing department to implement green marketing techniques. The concept and scope of green marketing are much broader, just as they are for general marketing. Green marketing should not be limited to communication policies; ecological aspects need to be integrated into all functional areas of marketing. Green marketing should not be understood merely as a set of procedures, activities, and techniques for designing and commercializing green products. It should also be seen as a philosophy that guides the behavior of the organization.(Qurniawati, 2018).

C. RESEARCH METHOD

The type of research used in this study is library research, which refers to books and other literature as the main object. The approach used in this study is descriptive qualitative. Therefore, in its presentation, the researcher will outline the findings from books and scientific journals that describe 'green marketing and its impact in the digital era'.

Data analysis is conducted by connecting the information obtained from the research. The initial process aims to understand the collected data. In this study, the analysis employed by the author is qualitative analysis, which involves explaining and presenting using available references or data, moving from specific to general, i.e., from ideal aspects derived from references/legal materials used to examine general issues in the field. Based on this analysis, it is hoped that it will facilitate explaining how the concept of green marketing relates to sustainable business.

According to Bogdan, data analysis is a process of systematically searching and organizing data obtained from observation and documentation so that it can be easily understood and the findings can be communicated to others. Data analysis is conducted by connecting all the information obtained from the research, with the initial process aimed at understanding the collected data. The analytical process used in this study is comparative study. Comparative research is a study that compares the similarities and differences, or more specifically the facts and characteristics of the objects being studied, based on a framework of thought.

D. RESULT AND DISCUSSION

1. Green marketing and Implications in the Digital Era

In the rapidly evolving digital era, green marketing has become an important approach to be implemented in business strategies, especially in the context of maqashid sharia.(Arifin dkk., 2022) Green marketing not only focuses on economic profit but also considers social and environmental impacts, which align with the principles of maqashid sharia that emphasize the welfare of humanity and the protection of the environment.(Al Mustaqim, 2023)

Maqashid sharia, which are the main objectives of Islamic law, aim to preserve essential aspects: religion, life, intellect, lineage, wealth, and the environment. (Azizah dkk., 2020). In the context of green marketing, the application of these principles can be seen through efforts to promote environmentally friendly and sustainable products, which are not only beneficial for consumers but also for society at large and the environment.(Reggina Wike Anjani, 2023). For example, in product development, companies can consider using natural materials and

production processes that have minimal negative impact on the environment, thus meeting the criteria of halal and *thoyyib*.(Ilyas, 2017).

Digital marketing plays a crucial role in facilitating green marketing by leveraging technology to reach a wider consumer base and raise awareness about the importance of sustainability. (Anantyasari dkk., 2024). Through digital platforms, information about green products can be disseminated more effectively, allowing consumers to make better choices in accordance with the values of maqashid sharia.(Jauhari, 2024).

Moreover, digital marketing enables better interaction between producers and consumers, thereby creating a community that is more aware of environmental and social issue .(Reggina Wike Anjani, 2023). The implementation of green marketing in the context of maqashid sharia can also be seen from the perspective of sustainable economics. By prioritizing environmentally friendly products, companies not only contribute to environmental protection but also create better economic opportunities for society.(Al Mustaqim, 2023). This is in line with the principles of maqashid sharia, which encourage the creation of *maslahah* (benefit) for humanity.(Maudhunati & Muhajirin, 2022).

Companies that implement green marketing with a maqashid sharia approach will not only gain financial profits but will also contribute to social and environmental well-being. Overall, the implications of green marketing in the digital era from the perspective of maqashid sharia demonstrate that the integration of technology, sustainability, and Islamic values can create a more ethical and responsible business model. Thus, companies are expected to play an active role in creating a better environment while still meeting the economic needs of society.

Green marketing in the digital era has significant implications in the context of maqashid sharia, which focuses on achieving *maslahah* (benefit) for humanity. From the perspective of maqashid sharia, green marketing is not only aimed at increasing economic profit.(Azizah dkk., 2020), but also to protect the environment and provide broader social benefit.(Irwan, 2021).

This is in line with the objectives of the Sustainable Development Goals (SDGs), which emphasize the importance of sustainability and environmental protection in achieving inclusive and sustainable development.(Dewi & Setiawan, 2023). One important aspect of maqashid sharia is the protection of wealth and natural resources. In the context of green marketing, companies are expected to manage resources wisely and avoid wastefulness, thereby providing benefits not only for the company but also for society and the environment.(Rahmah dkk., 2024).

Green marketing based on the principles of maqashid sharia can help companies contribute to the achievement of several SDGs, such as SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action).(Arifin dkk., 2022). In the digital era, green marketing can leverage technology to raise consumer awareness about the importance of sustainability. Social media and other digital platforms allow companies to reach a wider and more segmented audience, as well as communicate a clear message regarding their commitment to environmentally friendly business practices.(Ekasari dkk., 2022).

Effective green marketing can enhance customer loyalty and build a positive brand image, which aligns with the principles of maqashid sharia in safeguarding wealth and providing benefits for society.(Mubarok & Hidayati, 2023). However, the challenges faced in implementing green marketing in the digital era cannot be overlooked. One of the main challenges is consumer skepticism towards sustainability claims made by companies.

Therefore, transparency and accountability in marketing practices are crucial to building consumer trust.(Kustianti & Etty Murwaningsari, 2023). Companies must be able to provide clear evidence of the positive impact of their products on the environment to address this skepticism, thereby supporting the achievement of SDGs related to social and environmental justice.(Erianto dkk., 2023). Overall, the implications of green marketing in the digital era from the perspective of maqashid sharia demonstrate that the integration of technology, sustainability, and Islamic values can create a more ethical and responsible business model. Thus, companies that implement green marketing with a maqashid sharia approach will not only gain financial profits but also contribute to social and environmental well-being, in line with the goals of the SDGs.(Sholichah, 2022)

2. Challenges and Opportunities of Green Marketing in the Digital Era

Green marketing in the digital era faces various significant challenges and opportunities. One of the main challenges faced by companies is the shift in consumer behavior, with consumers becoming increasingly critical of environmental issue.(Qurniawati, 2018). Consumers are now more likely to choose products that not only meet their needs but are also environmentally friendly.(Saputra & Shihab Saggaff, 2024).

This demands that companies not only innovate in their products but also in the way they market them. Additionally, companies must be able to build a strong brand image that reflects their commitment to sustainability.(Suputra dkk., 2024). Di sisi lain, era digital menawarkan peluang yang luas bagi pemasaran hijau. By leveraging digital platforms, companies can reach a wider and more segmented audienc.

Digital marketing allows companies to interact directly with consumers, provide relevant information about green products, and raise awareness of environmental issues.(Mavilinda dkk., 2021). For example, Micro, Small, and Medium Enterprises (MSMEs) may leverage social media platforms to market their products and foster a community committed to sustainability.(Riyanto dkk., 2022). Moreover, employing compelling digital content can significantly improve customer engagement and foster greater brand loyalty.(Mardiana dkk., 2023).

Another significant challenge lies in distinguishing green products from their conventional counterparts. A considerable number of consumers remain skeptical about corporate sustainability claims, thereby rendering transparency and accountability critical in establishing consumer trust.(Ekasari dkk., 2022). To overcome such skepticism, companies must present clear and credible evidence regarding the positive environmental impact of their products. In this context, effective communication strategies play a pivotal role in enabling firms to deliver their green marketing messages convincingly.(Raharjo, 2022). An additional opportunity arises from the increasing support of governmental bodies and the broader public for sustainability-oriented initiatives.

Numerous countries have begun to implement policies that promote environmentally sustainable business practices, thereby offering incentives for companies to embrace green marketing strategies .(Mavilinda dkk., 2021). Furthermore, the growing global awareness of climate change and other environmental concerns is contributing to the expansion of the market for green products.(Qurniawati, 2018). In summary, while the challenges associated with green marketing in the digital era are substantial, the opportunities are likewise compelling. Firms that successfully adapt to these shifts and effectively harness digital technologies to promote sustainability are likely to secure a competitive edge in markets that are increasingly attentive to environmental concerns.

E. CONCLUSION

Firms adopting green marketing strategies are not solely focused on economic gains but also take into account the social and environmental impacts, thereby reaching a wider consumer base and raising awareness of the significance of sustainability. This promotes improved interactions between producers and consumers, fostering a community more attuned to environmental and social issues. It also has the potential to establish a more ethical and responsible business model. However, in its implementation, challenges arise, particularly as consumers become increasingly critical of environmental issues. Companies must be able to cultivate a robust brand image that demonstrates their commitment to sustainability. In addition

to the challenges, green marketing also opens up opportunities. By harnessing digital platforms, companies can engage a broader, more targeted audience, which in turn enhances customer engagement and brand loyalty.

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