

# Impact of Instagram on Digital-Based Islamic Marketing: Islamic Marketing Mix Discussion

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## Abstract

The progress in information and communication technology has significantly transformed entrepreneurship, including business and Islamic marketing, presenting challenges and opportunities in Islamic digital media marketing. Identifying suitable communication channels is the main hurdle in Islamic marketing communications. This study explores Instagram's influence on digital Islamic marketing by integrating various marketing concepts, using the Systematic Literature Review technique. It evaluates literature from reputable journals between 2013 and 2023, including papers, theses, and dissertations catalogued by Scopus, WOS, SINTA, and other databases. Tools like Publish or Perish, Zotero, Mendeley, VOSViewer, and Microsoft Excel were used for the search, followed by descriptive analysis of selected articles. The findings show Instagram significantly impacts digital marketing, enhancing brand awareness, customer engagement, and marketing strategies. From an Islamic viewpoint, the Marketing mix strategy focuses on maximising value, aligned with the concept of equity and justice in the Qur'an, emphasizing integrity in transactions.



## Introduction

Posters are a popular method for presenting research findings concisely and appealingly, commonly used in conferences and meetings. Start by introducing your research subject and/or hypothesis. What questions do you aim to answer about this topic? What new insights can it contribute to the existing literature?

## Methodology

Inform readers about how you conducted your study. Methods can vary based on the subject or desired results and may include:

- Interviews
- Surveys
- Comparison studies
- Experiments

## Results

The results demonstrate the research outcomes and should address the questions or hypotheses stated in the introduction. State your findings clearly and consider listing them in bullet points for emphasis. Important! Avoid overloading with technical details or excessive jargon.

## Analysis

Delve into your findings by discussing the methods used for data analysis. Keep it simple and direct. Use bullet points for emphasis. Include key graphs, tables, illustrations, and images that support the study and provide a visual analysis of the data. Ensure they are large enough to be seen from a distance but do not clutter the poster.

## Conclusion

Summarize your study and highlight two to three key findings. You may also provide a description of each to give an idea of future steps. This section can include any implications of the study and recommendations for future research.

Write a caption that clearly explains what each graphic depicts and its relevance to the study. Use illustrations to present your data visually. Graphs are excellent tools for making numbers more comprehensible.

## References



Publish  
or Perish  
zotero

