

# Accelerating the Digital Halal Ecosystem: Integrating Sharia Values and MSME Economic Behavior in the Marketplace Platform Era

**Muhammad Amir Kulal, Abdul Wahid Zaini**

Universitas Nurul Jadid, Probolinggo

Email : amirkulal2005@gmail.com\*, wahidunsatoe@gmail.com

---

---

## ABSTRACT

**Keywords:**  
digital halal ecosystem; sharia values; MSMEs; marketplace; digital Islamic economy

\* *Corresponding Author*

The development of the digital economy has driven significant changes in the pattern of trade activities, especially in the micro, small, and medium enterprises (MSMEs) sector. The presence of marketplace platforms as an online transaction space not only expands market access for business actors, but also forms new dynamics in business practices based on religious values, especially in the context of the halal economy. This research aims to analyze the acceleration of the digital halal ecosystem through the integration of sharia values in MSME business practices, the transformation of business actors' economic behavior in utilizing the marketplace, and the role of marketplace platforms in supporting the distribution of halal products. This research uses a qualitative approach with the type of phenomenological research. Data was collected through in-depth interviews, findings in the field, and documentation of the activities of MSMEs that market their products through marketplace platforms. The results of the study show that the integration of sharia values is reflected in the practice of honesty of product information, price transparency, and affirmation of the halal status of products as a strategy to build consumer trust. In addition, the use of marketplaces encourages the transformation of MSME economic behavior in the form of increasing responsiveness to consumers, managing store reputation through a review system, and using digital promotional features to expand market reach.

---

## Article History:

Received : 08/02/2026

Revised : 20/02/2026

Accepted: 10/03/2026

Available online: 28/03/2026

DOI: <https://doi.org/>

*Please cite this article in APA style as:*

Kulal, M. A. & Zaini, A. W. (2026). Accelerating the Digital Halal Ecosystem: Integrating Sharia Values and MSME Economic Behavior in the Marketplace Platform Era. *BizGrowth: Journal of Business and Economic Development*, 1(1), 59-76.

---

---

## INTRODUCTION

The development of digital technology in the last two decades has significantly changed the pattern of people's economic activities, especially in the micro, small, and medium enterprises (MSMEs) sector. This transformation is

marked by the increasing use of marketplace platforms as online trading spaces that bring together sellers and consumers without geographical restrictions. This phenomenon not only expands market access for business actors, but also encourages changes in the way MSME actors manage their business, build relationships with consumers, and market products more openly and competitively. In the context of Muslim society, the development of the digital economy is also related to increasing awareness of halal products and business practices that are in accordance with sharia values. The marketplace is a new space for business actors to promote halal products while building consumer trust through transparency of product information, store reputation, and customer review systems. This condition shows that the development of digital technology not only affects the structure of modern trade, but also forms new dynamics in economic practices based on religious values. This phenomenon shows that the integration between the digital economy and sharia principles is increasingly an important part of the development of the contemporary business ecosystem.

Studies on halal economics and digital transformation have developed rapidly in the literature on Islamic economics and digital business. The concept of halal economics is not only related to the halalness of products, but also includes business ethics, transaction transparency, and fair and responsible trade practices. According to (Nasution et al., 2026; Suci et al., 2025) Halal economics is an economic system that emphasizes the integration of Islamic moral values and modern trade practices. In the context of the digital economy, the development of marketplace platforms has created new opportunities for MSME players to develop halal product-based businesses more widely. (Dimas Fadilah et al., 2026; Siregar & Ruslan, 2025) explained that the growth of the global halal industry cannot be separated from the development of digital technology that expands market access for business actors. Meanwhile, (Qizwini & Fitriana Kaban, 2024; Saharani, 2025) emphasized that the integration of sharia values in digital business practices is an important factor in building Muslim consumer trust. In the perspective of Islamic economics, the principles of honesty, trust, and justice are the main foundations in trading activities as explained by (Heriyanto & Taufiq, 2024; Yuliani, 2025). In addition, the development of the marketplace as a digital trading system also opens up new space for the implementation of Islamic business ethics in modern economic interaction (Kafka Nafisa et al., 2025).

A number of previous studies have discussed the relationship between the halal economy, digital transformation, and MSME trading activities. Research conducted by (Apriliyani et al., 2025; Cahya Oktaviana & Abdurrahman Wahid Pekalongan, 2025) shows that the development of the digital economy contributes significantly to increasing the distribution of halal products in the

global market. Other research by (Fitriyana et al., 2025) explained that consumer trust in halal products is greatly influenced by the transparency of information submitted by business actors. In the context of the marketplace, (Firman Ardiansyah et al., 2025) Found that consumer review systems and store reputation are important factors in building trust in online transactions. In addition, research by (Muslim et al., 2025) shows that MSME actors are starting to use digital platforms as the main means in expanding the marketing reach of halal products. Studies conducted by (Satiadharmanto et al., 2024) also explained that the integration of sharia values in digital business practices can strengthen consumer loyalty to MSME products. Other research emphasizes that the development of marketplaces encourages changes in the economic behavior of business actors, especially in the aspects of communication with consumers and business reputation management (Launtu, 2025).

Although various studies have addressed the halal economy and digital transformation, most studies still focus attention on aspects of the global halal industry or consumer behavior towards halal products. Research that examines the integration between sharia values, MSME economic behavior, and the role of marketplace platforms in shaping the digital halal ecosystem is still relatively limited. Several previous studies have emphasized more on digital marketing aspects or consumer preferences, while the dynamics of changes in the economic behavior of MSME actors in the halal marketplace ecosystem have not been comprehensively analyzed (Launtu, 2025). Therefore, this study offers a new perspective by examining how MSME actors integrate sharia values in digital business practices and how changes in their economic behavior occur in the marketplace ecosystem. The novelty of this research lies in the effort to connect three main dimensions, namely the integration of sharia values, the transformation of MSME economic behavior, and the role of marketplace platforms in supporting the development of the digital halal ecosystem.

This research aims to analyze the dynamics of the development of the digital halal ecosystem involving MSME actors in marketplace-based trading activities. The main focus of the research is directed at three main aspects, namely the integration of sharia values in MSME digital business practices, the transformation of business actors' economic behavior after utilizing the marketplace, and the role of digital platforms in supporting the distribution and promotion of halal products. This research also seeks to understand how MSME actors interpret halal business practices in the context of an increasingly competitive and open digital economy. By understanding these dynamics, this study is expected to provide a more comprehensive picture of the relationship between the development of digital technology and economic practices based on religious values in MSME trading activities.

The development of the digital economy has created new opportunities as well as challenges for MSME actors in carrying out business activities. The marketplace not only functions as a space for economic transactions, but also becomes a competition arena that requires business actors to maintain reputation, transparency, and consumer trust in the online trading system. In the context of Muslim society, business practices that are in accordance with sharia values are an important factor in building social legitimacy and consumer trust in the products marketed. Therefore, the study of the integration of sharia values in digital economic activities is becoming increasingly relevant to understand how Islamic ethical principles adapt to the development of modern trade technology. This research is important because it provides an understanding of how MSME actors navigate the changes in the digital economy without abandoning the principles of business ethics that are the foundation of the Islamic economy.

## **METHOD**

This study uses the qualitative with phenomenological research types to deeply understand the experience of micro, small, and medium enterprises (MSMEs) in integrating sharia values and adjusting their economic behavior in the halal marketplace ecosystem. The phenomenological approach was chosen because this study seeks to explore the meaning of the subjective experience of business actors when carrying out digital trading activities based on the marketplace platform (Winarsih, 2025). Through this approach, the researcher seeks to understand how MSME actors interpret halal business practices, build consumer trust, and adapt to the increasingly competitive dynamics of digital trade (Damayanti & Rialdy, 2024). Qualitative research allows researchers to gain a comprehensive understanding of the transformation process of economic behavior and sharia business practices in the context of the digital halal ecosystem that is developing in the era of the platform economy.

The material objects in this study are MSME digital business practices that market products through marketplace platforms within the framework of developing a digital halal ecosystem (M. E. Putri et al., 2024). The focus of the study is directed at the integration of sharia values in business practices, changes in the economic behavior of MSME actors after utilizing the marketplace, and the role of digital platforms in supporting the distribution of halal products. The research subjects consist of MSME actors who are actively selling on marketplace platforms, Especially those that market food products, cosmetics, and consumer products related to halal aspects. The research informants were selected using the purposive sampling, Namely the deliberate selection of informants based on certain criteria, such as business actors who have used the marketplace for at least

one year, have active transaction activities, and have experience interacting with consumers in digital trade. In addition to MSME actors, this research also involves Consumer Marketplace as an additional informant to gain perspective on trust in halal products marketed through digital platforms (Hidayar & Rosidi, 2025).

Data collection in this study was carried out through several techniques, namely in-depth interviews, observations, and documentation. In-depth interviews were conducted with MSME actors and marketplace consumers to obtain information related to their experience in running or using a halal product-based digital trading system. Interviews are conducted in a semi-structured manner so that researchers can explore information flexibly but remain focused on the focus of the research. In addition, the researcher also observed the activities of MSME digital stores on the marketplace platform, such as product descriptions, consumer review systems, and communication features between sellers and buyers. Documentation techniques are used to complement research data through the collection of digital documents, screenshots of online stores, and records of transaction activities relevant to halal trading practices on the marketplace. This combination of data collection techniques is carried out to obtain a more comprehensive empirical picture of MSME digital business practices in the digital halal ecosystem.

The data analysis in this study uses the interactive analysis model of Miles, Huberman, and Saldaña which includes three main stages, namely data reduction, data presentation, and conclusion drawn. At the data reduction stage, the researcher carried out the process of selection, coding, and grouping data based on research themes, such as the integration of sharia values, the transformation of MSME economic behavior, and the role of marketplace platforms in the digital halal ecosystem. The next stage is the presentation of data in the form of an analytical narrative, a thematic matrix, and a categorization table of research findings. After that, the researcher conducted a conclusion process to find the pattern of the relationship between MSME digital business practices and the development of the digital halal ecosystem. To improve the validity and credibility of the research, researchers use data triangulation, which includes source triangulation, technique triangulation, and time triangulation. Source triangulation is carried out by comparing information from MSME actors and marketplace consumers, technical triangulation is carried out by combining interviews, observations, and documentation, while time triangulation is carried out through the repetition of data collection at different times to ensure the consistency of the information obtained.

## RESULT

### **Integration of Sharia Values in MSME Business Practices on the Marketplace Platform**

The integration of sharia values in digital business practices refers to the efforts of micro, small, and medium enterprises (MSMEs) to apply Islamic economic principles in trade activities carried out through marketplace platforms. These values include honesty in delivering product information, price transparency, prohibition of fraudulent practices, and commitment to halal and tayyib products. In the context of the digital economy, the integration of sharia values is not only related to product aspects, but also includes communication ethics with consumers, a fair transaction system, and efforts to maintain trust in online interactions. This theme is important because digital transformation has changed the pattern of relationships between sellers and consumers, where transactions are no longer carried out face-to-face. Therefore, MSME actors need to adjust their business practices to remain in line with sharia principles even though they operate in a digital and competitive marketplace system.

Changes in digital trade patterns encourage MSME actors to adjust their business practices to their ethical values. In this context, several business actors stated that sharia principles remain the main guideline in running a business even though transactions are carried out through digital platforms. This can be seen from the way they maintain the honesty of product information and commitment to the quality of the goods sold. This is in line with what was expressed by one of the MSME actors as follows: "We continue to try to be honest in explaining the condition of goods in the marketplace. If there is a shortage of the product, we usually write it in the description so that the buyer does not feel deceived." Similar statements were also made by other online merchants who emphasized the importance of the value of honesty in online transactions. "In online sales, the most important thing is trust. If we are not honest about the product or the price, buyers can immediately give bad reviews and it hurts the business." This shows that the value of honesty and transparency remains the main foundation in digital trading practices. This principle is seen as an important foundation to maintain business sustainability in the marketplace.

Through the results of the interviews conducted with the informants above, it can be seen that MSME actors are trying to integrate sharia values in the digital business activities they run. The integration is reflected in the practice of delivering product information openly and a commitment to maintaining the quality of goods marketed through the marketplace. Business actors understand that online transactions have a higher level of risk of distrust than direct transactions. Therefore, they place honesty as the main strategy to maintain the reputation of the business. In addition, price transparency and product

conditions are an important part of building long-term relationships with consumers. These findings show that sharia values are not only understood as religious norms, but also as practical guidelines in running digital businesses. Thus, the integration of sharia values acts as a social mechanism that helps MSME actors maintain the stability of economic relations with consumers in a competitive marketplace environment.

Findings in the field show that most MSME actors who sell through marketplaces implement a number of practices that reflect the integration of sharia values in their business activities. This practice can be seen from the use of detailed product descriptions, clear mention of ingredients or product composition, and providing information related to the quality of goods before transactions are made. In addition, some business actors also include halal labels or halal ingredient descriptions on products sold, especially on food and cosmetic products. This effort is carried out to increase consumer trust who are increasingly paying attention to the halal aspects of products in online transactions. In several digital stores observed, MSME actors also provide responsive communication services to consumers through the messaging feature in the marketplace. A quick and informative response is part of the strategy to maintain buyer trust. This condition shows that MSME digital business practices are not only oriented to economic profits, but also to the maintenance of ethical values in trade interactions.

**Table 1. Integration of Sharia Values in MSME Business Practices on the Marketplace Platform**

<b>Forms of integrity of Islamic values</b>	<b>Impact on consumer confidence</b>
Product information transparency	Consumers feel more confident in the quality of goods
Mention of halal ingredients in products	Increase the buying interest of Muslim consumers
Honesty in pricing	Solve transaction conflicts
Ethical communication response	Strengthen seller and consumer relationships

Based on the results of the research, the integration of sharia values in MSME digital business practices can be seen through the application of the principles of honesty, transparency of product information, and commitment to the halal aspects of the products marketed. MSME actors realize that the success of their business in the marketplace does not only depend on marketing strategies, but also on the ability to maintain consumer trust in online transactions. The findings of the study show that sharia values serve as a practical guideline that helps business actors build a positive business reputation on digital platforms. In addition, ethical and responsive communication practices to consumers help strengthen the economic relationship between sellers and

buyers. This pattern shows that the integration of sharia values in the digital halal ecosystem is not only normative, but also has direct implications for the sustainability of MSME businesses in the marketplace.

### **Transformation of MSME Economic Behavior in the Halal Marketplace Ecosystem**

The transformation of MSME economic behavior in the halal marketplace ecosystem refers to changes in business management patterns carried out by MSME actors after utilizing digital platforms as a means of trade. These changes include how businesses market products, manage communication with consumers, and adjust business strategies to suit the increasingly competitive demands of online commerce. In the halal marketplace ecosystem, this transformation is not only related to the use of digital technology, but also to efforts to maintain business practices that are in line with ethical values in the Islamic economy. MSME actors are starting to adjust their economic behavior by utilizing digital features such as consumer reviews, store rating systems, and online promotions available on marketplace platforms. These behavioral changes show the adaptation of business actors to the dynamics of digital commerce which demands service speed, information transparency, and consistency of product quality to maintain consumer trust.

The development of the marketplace has changed the way MSME actors carry out their economic activities. Business actors no longer rely only on direct sales, but have begun to take advantage of various digital features to expand market reach. The changes also affect the way they manage communication with consumers and build a store's reputation online. This was expressed by one of the MSME actors who actively sell through the marketplace as follows: "In the past, we only sold in small stores, the buyers were from around here. Once in the marketplace, buyers can come from different regions, so we have to respond faster to messages and make sure goods are delivered on time." A similar statement was also conveyed by another online spokesperson explaining the change in business strategy after utilizing digital platforms. "Now we pay more attention to reviews from buyers. If there are negative comments or assessments, we usually fix them immediately so that the store remains trusted." This shows that the use of marketplaces has affected the economic behavior patterns of MSME actors in managing their businesses. Adaptation to digital systems is an important part of maintaining business sustainability in the online commerce environment.

Through the results of the interviews conducted with the informants above, it can be seen that the transformation of MSME economic behavior occurs in line with the use of marketplace platforms as a means of trade. These changes

can be seen from the way business actors manage interactions with consumers, especially in responding to messages, managing reviews, and maintaining the reputation of online stores. MSME actors realize that the marketplace system provides an open evaluation space through consumer assessment and comment features. This condition encourages them to be more responsive to buyer needs and improve the quality of service in online transactions. In addition, changes in economic behavior can also be seen from the efforts of business actors in expanding the market through digital networks that are no longer limited to local areas. The adaptation shows that MSME actors are starting to adjust business management patterns to the characteristics of digital trade that demand speed, consistency of quality, and consumer trust as the main factors in business sustainability.

Findings in the field show that MSME actors who use the marketplace have experienced significant changes in their business management patterns. These changes can be seen from the increase in digital store management activities, such as updating product descriptions, arranging stock of goods online, and using promotional features provided by marketplace platforms. In addition, MSME actors are also more active in monitoring consumer reviews as part of efforts to maintain store reputation. Some business actors are seen routinely responding to consumer comments or questions through the messaging feature available in the marketplace. A quick and communicative response is one of the strategies used to increase buyer satisfaction. In some cases, MSME actors also adjust the packaging and delivery system of products to match online transaction standards that demand punctuality and safety of goods. This condition shows that the use of the marketplace not only expands market access, but also encourages changes in the economic behavior of business actors in managing their business activities.



**Figure 1. Transformation of MSMEs in the Halal Marketplace Ecosystem**

Based on the results of the study, the transformation of MSME economic behavior in the halal marketplace ecosystem can be seen through changes in the way business actors manage business activities after utilizing digital platforms. MSME players no longer only focus on conventional sales, but have begun to adjust their business strategies to the characteristics of online commerce that demand speed of service, information transparency, and reputation management of digital stores. The findings of the study show that the consumer review system, online communication, and digital store management are important factors that affect business sustainability in the marketplace. This change in economic behavior shows the adaptation of MSME actors to the increasingly competitive dynamics of digital trade. In addition, the transformation also shows that the halal marketplace ecosystem not only expands market access for MSME players, but also encourages them to develop business management patterns that are more responsive, open, and oriented towards consumer trust in online transactions.

### **The Role of Marketplace Platforms in Supporting the Digital Halal Ecosystem**

The role of marketplace platforms in supporting the digital halal ecosystem refers to the contribution of digital trade infrastructure that facilitates the distribution, promotion, and transaction of halal products run by MSME actors. The marketplace not only functions as a meeting space between sellers and consumers, but also as a digital system that provides various features to strengthen product information transparency, increase market access, and facilitate online transaction interactions. In the context of the digital halal ecosystem, marketplace platforms help businesses market halal products to a wider range of consumers without being limited by geographical area. In addition, features such as product descriptions, consumer reviews, rating systems, and product categories allow consumers to get clearer information before making a purchase. Thus, the marketplace is an important part of forming a digital trade ecosystem that allows MSME actors to develop halal product-based businesses while reaching consumers on a wider scale through online trading systems.

The existence of a marketplace platform provides a new space for MSME actors to market halal products more widely. Through the digital trading system, business actors can reach consumers from various regions without having to open physical stores in many locations. This makes the marketplace an important means of expanding the distribution of halal products. This was expressed by one of the informants of MSME actors as follows: "The marketplace is very helpful for our business because products can be seen by many people from various regions. Buyers are not only from around the place of business, but also

from outside the city." Almost the same thing was also conveyed by other online vendors who considered that the marketplace made the process of promoting halal products easier. "With the marketplace, we can display complete product information, including ingredients and halal information. It is easier for buyers to know the products we sell." The statement shows that the marketplace not only functions as a transaction medium, but also as a means of promotion and delivery of product information. This condition shows that digital platforms play an important role in expanding market access for halal products.

Through the results of the interview conducted with the informant above, it can be seen that the marketplace platform plays an important role in supporting the economic activities of MSMEs based on halal products. Business actors use the marketplace as a means to expand marketing reach that was previously limited to the local area. The existence of digital platforms allows products marketed by MSME actors to be accessible to consumers from various regions. In addition, the features available on the marketplace also provide space for business actors to convey product information more completely, including related to ingredients, quality, and halal information. This information helps consumers get a clearer picture before making a transaction. This condition shows that the marketplace not only facilitates the buying and selling process, but also functions as a distribution and promotion system that strengthens the position of MSMEs in digital trade. Thus, the marketplace platform is an important part of supporting the development of the growing digital halal ecosystem.

Findings in the field show that MSME actors take advantage of various features available on the marketplace platform to support halal product marketing activities. The product description feature is used by business actors to include information related to the ingredients, composition, and characteristics of the products sold. In addition, some online stores also display halal labels or halal ingredient descriptions in the product information section as an effort to provide certainty to consumers. Findings in the field also show that MSME actors are actively using promotional features provided by the marketplace, such as discounts, free shipping programs, and special offers in certain periods. The strategy is used to increase product visibility on the marketplace search page. In addition, interaction between sellers and consumers through the messaging feature is an important means of explaining product information before transactions are made. This condition shows that the marketplace provides a digital infrastructure that helps MSME actors market halal products more widely while simplifying the communication process with consumers.

**Table 2. The Role of Marketplace Platforms in Supporting the Digital Halal Ecosystem**

Platform support from marketplace	Benefits for halal MSMEs
Digital product description features	Strengthen the delivery of information on ingredients and product characteristics
Consumer review and rating system	Helping to build trust in halal products
Marketplace promotion features	Increase product visibility and market reach
Seller-buyer communication features	Streamlining product information clarification before transaction

Based on the results of the research, marketplace platforms have an important role in supporting the development of the digital halal ecosystem for MSME actors. Marketplace provides various features that facilitate the process of marketing, distribution, and delivering product information to consumers in the online commerce space. The findings of the study show that MSME actors utilize product description features, consumer review systems, and marketplace promotion programs to increase the visibility of the halal products they market. In addition, digital communication features between sellers and buyers help strengthen consumer trust in the products offered. This pattern shows that the marketplace not only functions as an economic transaction space, but also as a digital infrastructure that supports halal product-based trade interactions. Thus, the existence of marketplace platforms is an important factor in accelerating the growth of the digital halal ecosystem involving MSME actors and consumers in a wider online trade network.

## DISCUSSION

The findings of the study show that the integration of sharia values in MSMEs' digital business practices is not only understood as a religious normative obligation, but also as a practical strategy in building consumer trust in the marketplace platform. Practices such as transparency of product information, honesty in pricing, and delivery of halal ingredients are important mechanisms in maintaining economic relations between sellers and buyers in online transactions. From an Islamic economic perspective, the practice is in line with the concept of Sidq (disambiguation) and Trust which is the main principle in muamalah activities (Sutisno et al., 2025). Classical thinking as described by Al-Ghazali emphasizing that fair and honest trade not only generates economic benefits, but also maintains blessings in business activities (Bachtiar et al., 2025). In the context of the digital economy, these values have been reinterpreted in the form of transparency of product information and ethical communication with consumers. Thus, the integration of sharia values in the marketplace shows that Islamic business ethics remain relevant as a moral foundation in a modern

technology-based trading system.

The findings of the study also show a transformation in the economic behavior of MSME actors after utilizing marketplace platforms as a means of digital trade. These changes can be seen from the increasing responsiveness of business actors to consumers, managing store reputation through a review system, and utilizing digital promotion features to expand market reach. This transformation can be understood as a form of adaptation of business actors to changes in economic structure that are increasingly based on technology and digital networks. From an Islamic economic perspective, this dynamic is in line with the thinking Ibn Khaldun regarding changes in people's economic behavior influenced by the development of social systems and trade structures. Ibn Khaldun explained that economic activity always develops following changes in the social and technological environment (Efendi & Riau, 2024). In the context of the marketplace, the consumer review and rating system functions as a social mechanism that encourages business actors to maintain the quality of products and services (Firman Ardiansyah et al., 2025). This shows that the transformation of MSME economic behavior is not only influenced by technological innovations, but also by social interaction between sellers and consumers in the digital trade ecosystem.

This research also found that marketplace platforms have a strategic role in accelerating the development of the digital halal ecosystem by providing a trade infrastructure that facilitates the distribution of halal products more widely. The marketplace not only functions as an economic transaction space, but also as a digital system that allows MSME actors to promote products, convey halal information, and build direct interactions with consumers. In the perspective of Islamic economics, this role can be understood as a modern form of the concept *Hisbah*, which is a social mechanism that regulates market activities so that they take place in a fair and transparent manner (Raihan Yahya Ismail et al., 2024). In marketplace practice, product description features, consumer reviews, and rating systems function as control mechanisms that ensure information transparency in online transactions (N. A. Putin, 2026). In addition, wider market access allows halal products from MSMEs to reach consumers from various regions without geographical limitations. This condition shows that marketplace platforms play a role as a catalyst in accelerating the integration between the development of the digital economy and halal business practices.

In general, the results of the study show that the acceleration of the digital halal ecosystem is formed through the interaction between the integration of sharia values in MSME business practices, the transformation of the economic behavior of business actors in utilizing digital technology, and the support of

marketplace platform infrastructure as an online trading space. These three factors form a digital economy system that is not only oriented to market efficiency, but also to the application of ethical values in trading activities. This research makes a theoretical contribution by enriching the study of Islamic economics in the context of the digital economy, especially related to how sharia ethical values adapt to the platform-based trading system. In addition, this research also makes a practical contribution to the development of a digital halal ecosystem by showing that the success of MSMEs in the marketplace is not only determined by digital marketing strategies, but also by the ability to maintain consumer trust through business practices that are transparent, honest, and oriented to sharia values.

## CONCLUSION

This research shows that the acceleration of the digital halal ecosystem in the context of MSMEs is not only determined by the development of marketplace technology, but also by the ability of business actors to integrate sharia values into digital economy practices. The findings of the study show that the integration of sharia values is reflected through business practices that emphasize the principles of honesty, transparency of product information, and commitment to the halal aspects of products marketed through digital platforms. In addition, the transformation of MSME economic behavior can be seen from changes in the interaction patterns between sellers and consumers who are increasingly responsive, adaptive to the digital reputation system, and utilize various marketplace features to expand market reach. The role of marketplace platforms has also proven to be an important infrastructure that allows the distribution of halal products to take place more widely, efficiently, and transparently. In general, the findings of this study confirm that the development of the digital economy can be a strategic space for strengthening sharia economic practices if supported by the ethical awareness of business actors and a platform ecosystem that supports the transparency of halal product information.

Although this study provides a comprehensive overview of the integration of sharia values in MSME business practices on marketplace platforms, this research still has some limitations. First, this study only focuses on the experiences of MSME actors in the context of certain marketplaces so that it does not fully represent the dynamics of the digital halal ecosystem more broadly on various online trading platforms. Second, this study emphasizes more on the perspective of business actors so that the perspective of consumers as an important part of the digital trade ecosystem has not been explored in depth. Therefore, further research is recommended to develop a broader study by involving various types of marketplace platforms and paying attention to

consumer perspectives in assessing digital halal business practices. In addition, future research can also examine the integration of other digital technologies, such as digital halal certification systems and platform-based halal product verification mechanisms, so as to provide a more comprehensive understanding of strengthening the digital halal ecosystem in the modern economy.

## ACKNOWLEDGMENT

The author expresses his deepest appreciation and gratitude to all parties who have provided support in the process of implementing this research. Special thanks are expressed to micro, small, and medium enterprises (MSMEs) who are willing to be research informants and give their time and experience related to digital business practices on marketplace platforms. The contributions of informants are very helpful in providing an empirical picture of the integration of sharia values in digital trade activities. The author also thanks fellow academics and institutions who have provided input, scientific discussions, and support during the process of preparing this article. This support plays a very important role in enriching analytical perspectives and improving the academic quality of research. The author hopes that the results of this research can contribute to the development of Islamic economic studies, especially in understanding the dynamics of the digital halal ecosystem and the transformation of MSME economic behavior in the era of digital platform-based trade.

## REFERENCES

- Nasution, H. A., Permana, T. H., & Rasyid, A. (2026). Integrasi Prinsip dan Etika Ekonomi Syariah dalam Mewujudkan Sistem Ekonomi Berkeadilan (Kajian Kualitatif Deskriptif). *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(4), 10343–10348. <https://doi.org/10.31004/riggs.v4i4.4937>
- Suci, A. D. P., Anggraeni, S. L., & Wakidah, S. (2025). Integrasi Etika Syariah Dalam Mewujudkan Wirausaha Modern Menuju Ekonomi Halal yang Berkelanjutan. *Journal of Islamic Finance and Economics*, 2(03), 432–442.
- Siregar, K. H., & Ruslan, D. (2025). Industri halal: konsep dan kebijakan. *Indusrti Halal: Konsep Dan Kebijakan*, 1(1), 1–108.
- Dimas Fadilah, Eva Pelitawati, Aan Jaelani, & Dewi Fatmasari. (2026). Penguatan Ekosistem Industri Halal Nasional Berbasis Ekonomi Syariah. *Journal of Islamic Economics and Finance*, 2(1), 36–49. <https://doi.org/10.64845/al-mudayanah.v2i1.136>

- Qizwini, J., & Fitriana Kaban, R. (2024). Inovasi Pemasaran Islami: Menarik Konsumen Muslim di Era Digital. *Islamic Economics and Business Review*, 3(2). <https://doi.org/10.59580/iesbir.v3i2.8880>
- Saharani, S. (2025). Transmigrasi Strategi Pemasaran Halal dalam Era Digitalisasi. *Islamic Finance and Economic*, 2(02), 198–213.
- Heriyanto, H., & Taufiq, T. (2024). Nilai-Nilai Ekonomi dan Etika Bisnis Dalam Perspektif Islam. *Jimmi: Jurnal Ilmiah Mahasiswa Multidisiplin*, 1(1), 24–37. <https://doi.org/10.71153/jimmi.v1i1.99>
- Yuliani, M. (2025). Studi Analisis Praktik Ekonomi Syariah dalam Kehidupan Pedagang Pasar Tradisional. *RIBH: Journal Of Integrated Economi and Bisnis Studies*, 1(2), 57–62.
- Kafka Nafisa, Z., Fauzan Rofiqul Aqwan, M., Firmansyah, R., Dwi Fatmawati, F., Salsabila, N., & Zalfa Pratasya, A. (2025). Relevansi Konsep Ekonomi Islam dalam Era Digital. *Musytari: Jurnal Manajemen, Akuntansi, Dan Ekonomi*, 17(2), 1–15.
- Apriliyani, F., Munajat, M., Fatmasari, D., & Jaelani, A. (2025). Digitalisasi Dan Transformasi Teknologi Dalam Pengembangan Industri Halal Di Era Ekonomi Digital. *Jurnal Hukum Ekonomi Syariah*, 4(2), 221–227. <https://doi.org/10.37968/jhesy.v4i2.1851>
- Cahya Oktaviana, T., & Abdurrahman Wahid Pekalongan, U. K. (2025). Potensi Industri Halal dalam Meningkatkan Ekonomi Digital: Studi Kasus pada Shopee Barokah. *Jurnal Sahmiyya*, 4(1), 133–140.
- Fitriyana, A., Rahma Izzatunnisa, A., Uin, S., Gunung, D., & Bandung, I. (2025). Pengaruh Komunikasi Etis Terhadap Kepercayaan Konsumen Dalam Bisnis Syariah. *Gunung Djati Conference Series*, 56, 444–452.
- Firman Ardiansyah, M., Sofiya, A., Rizal, I., Nuronyah, L., Ummah, A., Raya Telang, J., Kamal, K., Bangkalan, K., & Timur, J. (2025). Peran Ulasan Konsumen Dalam Meningkatkan Kepercayaan Pembeli Pada Transaksi C2C Di Platform Shopee Barokah. *Jurnal Media Akademik(JMA)*, 3(10), 3031–5220.
- Muslim, M., Wahyudi, M., Putra, D. E., & Pratama, F. A. (2025). Optimasi Penjualan Produk Melalui Pelatihan Digital Marketing Bagi Umkm Halal Di Kecamatan Koto Tangah. *INTEGRITAS: Jurnal Pengabdian*, 9(1), 241.

<https://doi.org/10.36841/integritas.v9i1.6246>

- Satiadharmanto, D. F., Huda, M. D., Yusuf, M. A., Nugraha, M. Q., & Muhtadin, I. (2024). Loyalitas Konsumen Pasca Pandemi: Menerapkan Prinsip-Prinsip Islam Dalam Servicescape, Pemasaran Media Sosial, Dan Kualitas Produk. *Among Makarti*, 17(2), 175. <https://doi.org/10.52353/ama.v17i2.738>
- Launtu, A. (2025). Perilaku Konsumen dalam Menggunakan Marketplace Lokal pada Pengguna Shopee dan Tokopedia di Indonesia. *Jurnal Economina*, 4(11), 388–395. <https://doi.org/10.55681/economina.v4i11.1792>
- Ningsih, L. B., Nurhalizah, S., & Maghfiroh, L. (2025). Perilaku Konsumen dalam Penggunaan Layanan Halal di Marketplace Online. *Jurnal Media Akademik (JMA)*, 3(12).
- Winarsih, S. (2025). Pengalaman Wirausaha UMKM di Bekasi dalam Menghadapi Tantangan Ketidakpastian Ekonomi: Studi Fenomenologi. *RIGGS: Journal of Artificial Intelligence and Digital Business*, 4(3), 3000–3005. <https://doi.org/10.31004/riggs.v4i3.2425>
- Damayanti, I., & Rialdy, N. (2024). Model Manajemen Bisnis Syariah Dalam Meningkatkan Daya Saing UMKM Halal. *Journal of Islamic Economics and Finance (JoIEaF)*, 1(2), 197–202.
- Putri, M. E., Zaelani, A. Q., Fasa, M. I., & Ronaldo, R. (2024). Potensi Dan Tantangan Manajemen Pemasaran Syariah Dalam Industri Marketplace Halal Di Indonesia. *Analisis*, 14(01), 73–91. <https://doi.org/10.37478/als.v14i01.3598>
- Hidayar, A. R., & Rosidi, A. (2025). ... Protection in Social Media-Based Digital MSME Transactions: Sharia Perspective: Perlindungan Konsumen Dalam Transaksi Umkm Digital Berbasis Media Sosial .... *JEIZA: Jurnal Ekonomi Islam Az-Zain*, 2(1), 1–8. <https://journal.staiza.ac.id/index.php/JEIZA/article/view/75>
- Sutisno, H. A., Assyauqi, M. R., Salsabila, N. R., & Rahmani Rizki, N. A. (2025). Fiqih Muamalah Sebagai Dasar Etika Bisnis Islam Dalam Kegiatan Ekonomi Modern. *Media Riset Bisnis Manajemen Akuntansi*, 1(2), 37–49. <https://doi.org/10.71312/mrbima.v1i1.381>
- Bachtiar, H. T., Kemiain, Y., Surahman, M., Azahra, N. N., Syakira, M. A., Dewi,

- M. P., Gandi, A., & Putri, S. (2025). Pemikiran Al Ghazali Dalam Penentuan Nilai Keuntungan (Margin). *Jurnal Ilmiah Wahana Pendidikan*, 11(2), 226.
- Efendi, Z., & Riau, A. K. (2024). Ibnu Khaldun dan Teori Peradaban: Relevansi Pemikirannya dalam Dunia Modern. *Innovative: Journal Of Social Science Research*, 4(6), 2198–2210. <https://j-innovative.org/index.php/Innovative/article/view/16620>
- Firman Ardiansyah, M., Sofiya, A., Rizal, I., Nuronyah, L., Ummah, A., Raya Telang, J., Kamal, K., Bangkalan, K., & Timur, J. (2025). Peran Ulasan Konsumen Dalam Meningkatkan Kepercayaan Pembeli Pada Transaksi C2C Di Platform Shopee Barokah. *Jurnal Media Akademik(JMA)*, 3(10), 3031–5220.
- Raihan Yahya Ismail, Azizan Sentosah Hutabarat, & Wartoyo. (2024). Konsep Mekanisme Pasar Dalam Pemikiran Ekonomi Islam: Studi Pemikiran Yahya Bin Umar. *Al-Wajih: The Journal of Islamic Studies*, 1(2), 72–87. <https://doi.org/10.54213/alwajih.v1i2.639>
- Putri, N. A. (2026). *Perlindungan Konsumen Atas Pengiriman Barang Yang Tidak Sesuai Gambar Pada Marketplace Perspektif Uu No. 8 Tahun 1999 Dan Hukum Ekonomi Syariah (Studi Kasus Desa Kandangan, Kecamatan Kandangan, Kabupaten Kediri)*. UIN Syekh Wasil Kediri.