



Integrating Benevolence in the Islamic Digital Canvas Marketing Model for Promoting Sharia-Compliant P2P Lending Platforms: A Comprehensive Approach

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Abstract: The purpose of this study is to introduce the Islamic Digital Marketing Canvas Model to market Sharia-compliant Peer-to-Peer (P2P) lending platforms. This model attributes to the digital channels and platforms to strategically engage the Islamic finance audience by incorporating the sharia principles. There are five key components introduced which are value proposition, goals and objectives, content strategy, channels, measurement, and optimization. This model offers a structured approach for designing, implementing, and evaluating marketing strategies within the context of P2P lending platforms. The study employs a qualitative research method supplemented by a literature review approach. Drawing upon modern digital marketing practices and principles of Islamic finance, this study introduces benevolence (*ihsan*) as a novel element within the Islamic Digital Marketing Canvas model, offering a comprehensive and flexible framework for enhancing sharia awareness, engagement, and growth in Sharia-compliant P2P lending platforms. This study contributes to the evolving field of Islamic fintech marketing by presenting a strategic approach that aligns digital marketing tactics with Sharia values and financial innovation.

Keywords: Digital marketing, Islamic, Ethical, Marketing, Fintech, Syariah, Peer-to-Peer

Abstract: Artikel ini bertujuan untuk memperkenalkan konsep dan teori Digital Marketing Canvas Syariah yang digunakan untuk memasarkan platform pembiayaan Peer-to-Peer (P2P) syariah. Model ini dirancang untuk mengoptimalkan penggunaan kanal dan platform digital dalam upaya meningkatkan pemasaran kepada konsumen, dengan tetap berpegang pada prinsip-prinsip syariah. Ada lima komponen penting yang dikenalkan yaitu nilai proposisi, sasaran dan tujuan, strategi konten, channels (saluran), pengukuran dan optimisasi. Dalam konteks ini, peneliti mengusulkan elemen *ihsan* sebagai salah satu komponen kunci, yang mengacu pada konsep kebaikan dan pengabdian kepada konsumen serta masyarakat. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi pustaka. Hasil penelitian ini memberikan kontribusi penting bagi pengembangan ilmu pengetahuan dalam bidang pemasaran pembiayaan P2P syariah. Dengan menggabungkan prinsip-prinsip syariah dan pendekatan strategis pemasaran digital, model ini memberikan panduan yang terstruktur untuk merancang, mengimplementasikan, dan mengevaluasi strategi pemasaran yang sesuai dengan nilai-nilai syariah. Diharapkan bahwa penerapan Model Digital Marketing Canvas Syariah akan membantu meningkatkan kesadaran dan pemahaman tentang prinsip-prinsip syariah di kalangan konsumen serta mendorong pertumbuhan berkelanjutan platform pembiayaan P2P syariah di Indonesia.

Kata Kunci: Pemasaran digital, Islami, Etis, Pemasaran, Fintech, Syariah, Peer-to-Peer

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Introduction

The landscape of finance has undergone an extraordinary evolution with the advent of financial technology (fintech), revolutionizing the ways in which financial transactions are conducted. In the intersection of fintech and Islamic finance, a remarkable convergence has taken place, melding technological progress with the ethical principles of Sharia, the Islamic legal and moral framework.¹ One particular area of focus within this dynamic landscape is Peer-to-Peer (P2P) lending, an innovative financing model that directly connects lenders and borrowers through digital platforms.

In this burgeoning landscape, Sharia-compliant P2P lending platforms stand as exemplars of innovation and ethical finance, providing devout practitioners of Islamic finance with an avenue to participate in the global financial ecosystem while adhering unwaveringly to the ethical precepts of Sharia.² This juncture brings forth not only the complexities of pioneering technological advancements but also the intricacies of marketing financial products within the context of faith-based principles.

According to Sarah opting out of utilizing digital and social media marketing would result in significant missed opportunities for sales.³ Thus, the successful marketing in the domain of Sharia-compliant P2P lending necessitates a multidimensional approach that deftly balances the objectives of financial inclusion, ethical considerations, and digital engagement.⁴ In Islam, the utilization of technological advancements should not be employed by specific entities to exploit others; rather, they ought to be conducted in a secure manner consistent with Sharia principles.⁵ Nonetheless, the engagement in online business transactions lacking direct interpersonal interaction between sellers and buyers engenders apprehensions pertaining to potential fraudulent activities, particularly in the realm of online commerce.⁶

As this nascent industry gains momentum, the importance of effective marketing strategies cannot be understated. To successfully promote Sharia-compliant P2P lending platforms, marketers must navigate the complex terrain of both digital marketing and Sharia compliance. In response to this challenge, this paper introduces the concept of the Digital Marketing Canvas Framework, a strategic approach tailored to marketing Sharia fintech, specifically focusing on P2P lending platforms. This framework serves as a comprehensive guide for crafting and implementing marketing strategies that resonate with the Islamic finance audience while harnessing the power of digital channels.

¹ Pujiyanto Wahyu Eko and Muzdalifah Laily, "Digital Marketing in Islamic Perspective: A Literature Review," *al-Uqud : Journal of Islamic Economics* 6, no. 2 (2022). <https://doi.org/10.26740/aluqud.v6n2.p247-258>.

² Elvira Ildarovna Bulatova et al., "The Fintech and Islamic Finance Synthesis in the Modern World," *3C TIC: Cuadernos de desarrollo aplicados a las TIC Edición Especial* (2019). <https://doi.org/10.17993/3ctic.2019.83-2.258-273>.

³ Sarah Silvia, "The Importance of Social Media and Digital Marketing to Attract Millennials' Behavior as a Consumer," *Journal of International Business Research and Marketing* 4, no. 2 (2019). <https://doi.org/10.18775/jibrm.1849-8558.2015.42.3001>.

⁴ Hidayat Slamet, Nurwahidin Nurwahidin, and Huda Nurul, "The Role of Digital Marketing in Enlarging Islamic Banking Market Share in Indonesia" (paper presented at the Proceedings of 3rd International Conference on Strategic and Global Studies, ICSGS 2019, 6-7 November 2019, Sari Pacific, Jakarta, Indonesia, Jakarta, 2020).

⁵ Abdullah Ahadish Shamad Muis and Maulidatus Sholihah, "Penerapan Prinsip Al-Ihsan Pada Aktivitas Bisnis Sebuah Perusahaan: Sebuah Studi Lapang Di "X" Travel Indonesia," *Jurnal Kajian Ekonomi dan Perbankan* 3, no. 1 (2019). <https://doi.org/http://doi.org/10.33650/profit.v7i2.6401>.

⁶ Muhammad Naufal Akbar and Atik Ariesta, "E-Commerce Based Digital Marketing Using Business Model Canvas," *Inform : Jurnal Ilmiah Bidang Teknologi Informasi dan Komunikasi* 6, no. 2 (2021). <https://doi.org/10.25139/inform.v6i2.3985>.

At its core, the Islamic Digital Marketing Canvas Framework encompasses an array of essential components, each meticulously tailored to address the contemporary digital market practices and sharia-compliant harmonization, through incorporating the concept of benevolence, or *ihsan*, as a guiding principle integrated with the elements of value proposition, goals and objectives, content strategy, channels, measurement, and optimization.

This paper aims to contribute to the burgeoning field of Islamic fintech marketing by presenting a holistic framework through analysis and illustrative example expounding upon their practical application within the context of Sharia-compliant P2P lending platforms. By synergizing the principles of Islamic finance with the capabilities of digital marketing, the Islamic Digital Marketing Canvas Model provides a versatile toolkit to effectively navigate the intersection of technology, finance, and faith, ultimately propelling the growth and sustainability of Sharia fintech ventures.

Literature Review

The convergence of financial technology (fintech) and Islamic finance has brought forth a transformative synergy, redefining the landscape of financial services and investment opportunities. Within this amalgamation, Peer-to-Peer (P2P) lending platforms have emerged as a notable avenue, offering direct and efficient channels for financing while adhering to the ethical principles of Sharia. As this innovative niche evolves, the significance of well-crafted marketing strategies that resonate with the unique characteristics of Sharia-compliant P2P lending platforms becomes increasingly pronounced.

The emergence of Sharia-compliant fintech has spurred scholarly inquiry into its implications for Islamic finance and financial inclusion. Nafis highlights the transformative potential of Sharia-compliant fintech in aligning digital innovation with ethical finance.⁷ Takidah and Salina extend this discourse, discussing the avenues through which fintech innovations can accommodate Islamic finance principles, including Sharia-compliant P2P lending.⁸ Ramadhani Irma, Yulianti, and Didah Durrotun delve deeper into the concept of Sharia-compliant P2P lending as an avenue for enhancing financial inclusion and bridging the gap between fintech and Islamic finance.⁹

Digital marketing strategies within the financial services sector have garnered substantial attention due to their impact on customer engagement and brand visibility. Wahyu Eko and Laily emphasize the need for customized digital marketing strategies that resonate with target audiences, showcasing the potential for personalized approaches within the realm of Sharia-compliant P2P lending.¹⁰ Noni explores the influence of digital marketing on customer perceptions and engagement in the context of Islamic banks, providing insights into the strategic implementation of digital marketing for faith-based financial services.¹¹

The integration of ethical values, a central tenet of Sharia, into marketing strategies is a pertinent area of investigation. While the specific Digital Marketing Canvas Framework is novel, Calder discusses the significance of ethics and faith-based values in shaping marketing strategies within the Islamic finance domain.¹² The exploration of ethical considerations in financial marketing is particularly pertinent in the context of Sharia-compliant products, suggesting a potential alignment with the framework's ethical foundation.

Although direct scholarly literature on incorporating benevolence (*ihsan*) into financial marketing strategies is limited, insights from ethical marketing research offer relevant parallels. Muis and Sholihah underline the importance of ethical considerations in shaping consumer perceptions and loyalty, echoing the underlying ethos

⁷ Alam Nafis and Syed Nazim Ali, *Fintech, Digital Currency and the Future of Islamic Finance* (Switzerland: Palgrave Macmillan Cham, 2021).

⁸ Takidah Erika and Kassim Salina, "Shariah-Compliance of Islamic P2p Lending Practices: Identification of Issues and Way Forward," *Islam and Civilisational Renewal* 13, no. 1 (2020). <https://doi.org/https://doi.org/10.52282/icr.v13i1.830>.

⁹ Tripalupi Ramadhani Irma, Yulianti Lina, and Naafisah Didah Durrotun, "Optimization of Financial Technology as an Opportunity for Development of Islamic Microfinance Institutions," *International Journal of Artificial Intelligence Research* 6, no. 1 (2021). <https://doi.org/10.29099/ijair.v6i1.340>.

¹⁰ Wahyu Eko and Laily.

¹¹ Afrianty Noni, "Analysis of Community Intentions on Islamic Bank Products Using the Theory of Planned Behavior Approach," *Islamic Economics Journal* 8, no. 1 (2022). <https://doi.org/10.21111/iej.v8i1.8022>.

¹² Ryan Calder, "Shari'ah-Compliant or Shari'ah-Based? The Changing Ethical Discourse of Islamic Finance," *Arab Law Quarterly* 35, no. 1-2 (2020). <https://doi.org/10.1163/15730255-bja10008>.

of benevolence in the business strategy.¹³ Alik et al. emphasize the strategic communication of ethical values to foster brand authenticity and resonate with socially conscious audiences, aligning with the benevolent principles embedded in Sharia-compliant finance.¹⁴

The literature specifically addressing the marketing of sharia-compliant P2P lending in Islamic digital marketing model is limited, however the existing research on Sharia-compliant fintech, digital marketing strategies, and ethical considerations in finance provides a foundational understanding. Thus, this paper presents a unique topic to explore innovative marketing approaches that resonate with Islamic finance principles, digital engagement, and ethical values.

Method

This study employs a qualitative research approach centered on library research, to gather, analyze, and synthesize relevant academic and industry sources, culminating in the creation of a comprehensive and innovative theory that aligns Islamic finance values with modern digital marketing strategies. Through a systematic exploration of scholarly literature, academic articles, industry reports, and case studies it will then undergo in-depth textual analysis to extract key concepts, theories, and models related to both Islamic finance and digital marketing. Concepts such as Islamic ethics, Sharia principles, digital channels, content strategy, customer engagement, and branding will be closely examined and synthesized.

Following the completion of synthesizing key concepts from Islamic finance and digital marketing, the next stage is to model the comprehensive and innovative framework that harmonizes Islamic values with contemporary marketing practices. The resulting theory is expected to guide marketers, scholars, and practitioners in leveraging digital platforms while staying aligned with the ethical principles of Islamic finance.

Results and Discussion

Expanding The Scope of The Business Model Canvas

The business model canvas was initially introduced by Fritscher and Pigneur.¹⁵ In the business model canvas, there are nine elements including key partnership, key activities, key resources, revenue streams, value proposition, customer relationships, customer segments, cost structure, and channels. However, within the realm of Sharia principles, the inclusion of element pertains to Sharia compliance or religiosity is imperative. At the heart of this framework lies a meticulous alignment with the concept of benevolence, encapsulated by the Arabic term *ihsan*. This cornerstone principle imbues each component of the framework, resonating harmoniously with the values inherent in Islamic finance. According to Qardhawi several Islamic ethical principles of *ihsan* in business include: (1) Upholding the prohibition of trading in forbidden goods. (2) Practicing honesty, trustworthiness, and consistently offering advice. (3) Upholding justice and prohibiting usury. (4) Applying compassion and prohibiting monopolies. (5) Promoting tolerance, brotherhood, and fostering charitable acts. (6) Believing that commerce serves as provision for the afterlife.¹⁶ The framework not only addresses the multifaceted challenges unique to this niche market segment but also creates a paradigm where ethical considerations and financial aspirations seamlessly intertwine.

An excellent business model alone cannot guarantee success; the presence of a marketing strategy is indispensable for any business model to thrive. Now, considering digital marketing – this encompasses the promotional efforts for products or services employing digital technologies, primarily centred on the internet, yet encompassing mobile devices, display advertisements, and diverse digital platforms.¹⁷ This study developed

¹³ Muis and Sholihah.

¹⁴ Vinnoya Apcaresta Alik et al., "Marketing Strategy Sharia Financial Institutions to Promote Sharia Fintech and Micro and Small Enterprises (Mses)" (paper presented at the Proceedings of the 1st MICOSS Mercu Buana International Conference on Social Sciences, MICOSS 2020, Jakarta, 2021).

¹⁵ Alexander Osterwalder and Yves Pigneur, *Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers* (Hoboken, NJ: Wiley, 2010); Alexander Osterwalder et al., *Value Proposition Design: How to Create Products and Services Customers Want* (Hoboken, NJ: Wiley, 2014); Boris Fritscher and Yves Pigneur, "Extending the Business Model Canvas :A Dynamic Perspective" (paper presented at the International Symposium on Business Modeling and Software Design (BMSD), Milan, Italy, 6-8 July 2015).

¹⁶ Yusuf Qardhawi, *Peran Nilai Dan Moral Dalam Perekonomian Islam* (Jakarta: Robbani Press, 2001).

¹⁷ Patrick van der Pijl et al., *Design a Better Business: New Tools, Skills, and Mindset for Strategy and Innovation* (Hoboken, NJ: Wiley, 2016).

a straightforward, efficient, and comprehensible instrument tailored for application within the domain of digital marketing. This tool, denoted as the Islamic Digital Marketing Canvas (IDMC) which is an extend of Business Model Canvas (BMC), serves as a strategic framework designed to facilitate the orchestration of marketing efforts aligned with Islamic principles and values.

The idea in the Islamic Digital Marketing Canvas transcends its identity as a mere tool; it emerges as a seamless companion to the Islamic business model, harmoniously aligned with the existing Business Marketing Canvas. Functioning as a complementary addition, this canvas seamlessly integrates Sharia-compliant principles, catering specifically to the realm of Islamic financial enterprises. Notably, the IDMC maintains a commitment to simplicity, featuring a concise structure of five key blocks that encapsulate the quintessential elements of a digital marketing campaign (see table 1). We have conscientiously avoided unnecessary complexities and components, ensuring a user-friendly experience.

This canvas serves as an invaluable resource for both novices and experts in the field. For those new to the discipline, it serves as an educational platform, facilitating the exploration of diverse facets within an Islamic digital marketing campaign. Conversely, for seasoned practitioners, the IDMC acts as a strategic tool to consolidate and visualize ideas on a singular canvas, simplifying communication and comprehension for all stakeholders.

Underpinning the IDMC's utility is its capacity to foster collaboration among team members. By providing a shared platform, it encourages a collective examination of the digital marketing strategy, enabling the identification and analysis of past missteps while paving the way for more informed future planning. In essence, the Islamic Digital Marketing Canvas elevates the art of digital marketing by offering a tailored approach that resonates with Islamic principles, streamlines complexity, and promotes collaborative excellence.¹⁸

Table 1: Islamic Digital Marketing Canvas

Value Propositions		
Goals and Objectives	Content Strategy	Channels
Measurement and Optimization		

Source: Author

1. Value Proposition: A Benevolent Understanding of User Diversity:

The IDMC Framework commences with a meticulous value proposition process, transcending conventional demographics to embrace individual ethical values and financial aspirations. This personalized approach seeks to embrace the intricate tapestry of individual ethical values and financial aspirations that shape the worldview of each potential user.¹⁹ Rather than a homogenous categorization, the framework delves into the profound intricacies that define a person's beliefs, values, and aspirations.

This meticulous approach embodies the very essence of benevolence, as Muis and Sholehah aptly define, it underscores a profound commitment to understanding and serving the diverse needs of each segment.²⁰ By delving into the ethical foundations and financial dreams of individuals, the framework illuminates a path towards crafting marketing strategies that profoundly resonate. This alignment between tailored strategies and individual values ensures that the financial solutions offered not only address functional needs but also seamlessly integrate with the ethical perspectives unique to each user.²¹

¹⁸ Aam Slamet Rusydiana, "Bagaimana Mengembangkan Industri Fintech Syariah Di Indonesia? Pendekatan Interpretive Structural Model (Ism)," *Jurnal Al-Muzara'ah* 6, no. 2 (2019). <https://doi.org/10.29244/JAM.6.2.117-128>.

¹⁹ Pitrang Hafidari Tapak and R. Pahlevi, "Pengembangan Bisnis Jasa Pemasaran Digital Digitlead Dengan Business Model Canvas," *Journal Competency of Business* 6, no. 2 (2023). <https://doi.org/https://doi.org/10.47200/jcob.v6i02.1628>.

²⁰ Muis and Sholihah.

²¹ Calder.

The Questions that might occurs in this context: What value do you anticipate your customers will derive from engaging with your product or service? This inquiry delves beyond the mere transactional aspects and delves into the realm of subjective perception. Acknowledging the intricacies of this aspect is crucial, as customers' evaluations of value might deviate from the expectations established by the company.

It is imperative to recognize that customer perceptions are shaped by a complex interplay of personal experiences, cultural influences, and individual preferences. These perceptions may not necessarily align with the company's preconceived notions, which often stem from the insights derived from business models and marketing research.²² The synthesis of customer perceptions and company expectations forms a pivotal crossroads that can significantly impact marketing strategy formulation.

Osterwalder and Pigneur state that, the profound exploration of audience segmentation, coupled with an acknowledgment of divergent value perceptions, culminates in a dynamic synthesis that defines the heart of the Digital Canvas Marketing Framework.²³ This synthesis allows marketers to craft strategies that resonate deeply with individual ethical values while simultaneously addressing unique financial aspirations.

In essence, the framework encourages marketers to be attentive listeners, attuned to the subtle nuances that underlie customer perceptions of value. By understanding and integrating these insights into marketing strategies, companies can authentically communicate the alignment of their offerings with customers' ethical principles and financial goals.²⁴ This alignment not only fosters trust and resonance but also positions the company as a partner on the journey towards the realization of individual aspirations.

As an illustration, let us unravel the layers of PT Ammana Fintek Syariah's strategic integration of 24-hour customer service support as a profound testament to the benevolent understanding of user diversity. Central to this narrative is PT Ammana Fintek Syariah's astute recognition of the intricate tapestry of their customer base. By infusing their business model with 24-hour customer service support, the company not only addresses practical needs but also embraces a more profound sense of compassion. This benevolent understanding encompasses a spectrum of individual circumstances, ethical considerations, and financial aspirations.

In the realm of sharia-compliant P2P lending, where ethical underpinnings hold paramount importance, this strategic choice carries heightened significance. The availability of continuous customer support transcends the conventional transactional relationship. It resonates with the very essence of benevolence, reflecting a genuine commitment to providing a safeguard for users as they navigate financial decisions.²⁵ This underscores PT Ammana Fintek Syariah's unwavering dedication to user well-being, echoing the values enshrined within Islamic finance.

Moreover, this strategic alignment cascades seamlessly into their digital marketing campaign, where benevolence takes center stage. By showcasing 24-hour customer service as a pivotal facet of their marketing messaging, PT Ammana Fintek Syariah doesn't merely promote financial facilitation; they extend an empathetic hand, emphasizing their role as a compassionate partner in their users' financial journey. This approach resonates profoundly with users seeking not only financial solutions but also a meaningful connection rooted in understanding and support.

In harmonizing their business model and marketing strategy with benevolence, PT Ammana Fintek Syariah epitomizes a comprehensive grasp of user diversity. Their endeavors extend beyond mere financial transactions, embracing the emotional and practical dimensions of user experiences. By fusing the concept of benevolence with user diversity, PT Ammana Fintek Syariah transcends traditional customer relations, establishing an authentic rapport that positions them as a trusted advocate in their users' financial endeavors. This innovative approach exemplifies how a nuanced understanding of user diversity, when entwined with benevolence, engenders exceptional outcomes, establishing a paradigm where business success is intrinsically intertwined with user well-being and collective advancement.²⁶

²² Fritscher and Pigneur.

²³ Osterwalder and Pigneur.

²⁴ Hudaefi Fahmi Ali, "How Does Islamic Fintech Promote the Sdgs? Qualitative Evidence from Indonesia," *Qualitative Research in Financial Markets* 12, no. 4 (2020). <https://doi.org/10.1108/qrfm-05-2019-0058>.

²⁵ Abid Ali and Jie Shang, "Understanding Farmers' Decision-Making to Use Islamic Finance through the Lens of Theory of Planned Behavior," *Journal of Islamic Marketing* 14, no. 4 (2022). <https://doi.org/10.1108/jima-10-2020-0324>.

²⁶ Hafidari Tapak and Pahlevi.

2. Goals and Objectives: A Covenant of Benevolence and Ethical Responsibility

Clear articulation of marketing goals and objectives constitutes a benevolent commitment to both individual well-being and broader social responsibility. The objectives must infuse the spirit of *ibsan* that extend beyond mere profitability, encompassing financial empowerment, ethical investment, and adherence to the tenets of Sharia. This synthesis fosters a compelling narrative, positioning Sharia-compliant P2P lending platforms as vehicles for virtuous financial growth that uplifts the community.

In the context of Islamic principles, the concept of benevolence is deeply intertwined with ethical responsibility.²⁷ It goes beyond mere transactional engagement, extending to a commitment to the well-being and betterment of individuals and the community at large. When initiating an Islamic digital marketing campaign, this covenant of benevolence serves as a guiding light, emphasizing the importance of setting objectives that align not only with business aspirations but also with the ethical values upheld by Islamic finance.

Akin to embarking on a journey without a destination, an Islamic digital marketing campaign that lacks clear objectives disregards the covenant of benevolence by neglecting the responsibility to provide value and purpose to the audience. In an environment where authenticity and sincerity are revered, a campaign devoid of well-defined goals risks conveying an insincere or opportunistic intent. This misalignment with ethical responsibility can erode trust and hinder the establishment of meaningful connections with the audience.²⁸

Figure 1. Objectives and goals on Islamic Digital Marketing Canvas



Source: Author

When embarking on an IDMC, any Islamic fintech company should diligently follow the smart framework which are specific, measurable, achievable, relevant, and time-bound – to establish clear objectives that reflect their commitment to ethical finance. For instance, their campaign objectives encompass not only increasing customer engagement but also promoting financial literacy among their audience.²⁹ This dual focus encapsulates the essence of benevolence by empowering individuals with knowledge and practical tools to make ethical financial decisions.

3. Content Strategy: Empowering with Empathy and Knowledge

Central to the IDMC Framework is a robust content strategy, epitomizing benevolence through educational and empathetic content. This content serves as a conduit for enlightenment, addressing potential

²⁷ Muis and Sholihah.

²⁸ Hafidari Tapak and Pahlevi.

²⁹ Alika et al.

concerns and empowering users to make informed financial decisions aligned with their ethical values.³⁰ The integration of benevolence ensures that content resonates with empathy and compassion, fostering a deeper connection with users.

An inherent advantage of the IDMC lies in its multifaceted functionality. Beyond serving as a strategy design tool, the IDMC encompasses the entire spectrum, encompassing both strategic formulation and execution phases. This seamless integration is visually depicted in the canvas, where the upper segment, denoted as the tactical realm, is intricately linked to execution, while the lower portion pertains to strategic considerations.

Within this framework, digital marketers are prompted to annotate concise notes wherever necessary, ensuring meticulous planning and preparedness. Additionally, the canvas encourages the formulation of contingency plans, denoted as project “Doku” to address potential challenges that might impede seamless execution.

Tabel 2. Content Strategy and executing decision

Value Propositions		
Goals and Objectives	Content Strategy Notes: Marketing the product of “Doku” to be executed from 1st till 30th August.	Channels
Measurement and Optimization		

Source: Author

For instance, envision a scenario where a comprehensive monthly content marketing strategy of project “Doku” for August is at hand. The Islamic Digital Marketing Canvas accommodates this dynamic by inviting concise notations. In this context, the canvas might feature a succinct annotation in the section, indicating the need to “execute this marketing plan from August 1st to August 30th.”

Thus, the Islamic Digital Marketing Canvas emerges as a versatile tool that not only facilitates strategic blueprinting but also orchestrates the seamless transition from strategy formulation to tactical execution. This holistic approach empowers digital marketers to encapsulate nuanced details while remaining agile and adaptable in the face of dynamic marketing landscapes.

4. Channels: Infusing Ethical Responsibility into Communication

An essential facet of the Islamic digital marketing process encompasses the art of channels that resonate with customers on a profound level, embodying the very spirit of benevolence. This endeavor marks a pivotal stage in your engagement strategy, as it orchestrates the entire voyage your audience undertakes – a journey that commences with the initial awareness of your products and services and concludes with the culmination of decisive actions.³¹

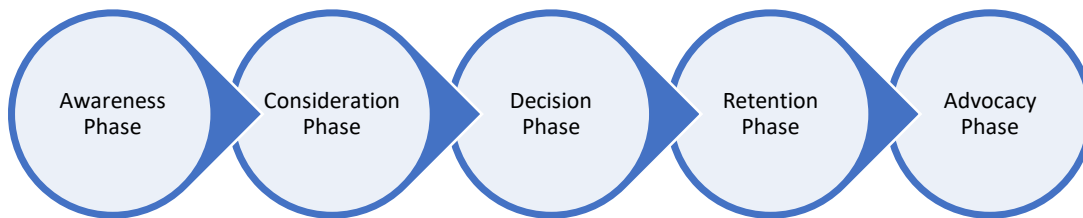
However, it is crucial to dispel the notion that the customer journey follows a linear and simplistic trajectory. The modern landscape of digital interactions is marked by its dynamic and multifaceted nature. Audiences are not confined to a unidirectional path; instead, they possess the liberty to traverse back and forth

³⁰ Syarifuddin Syarifudin, Muin Rahmawati, and Akramunnas Akramunnas, “The Potential of Sharia Fintech in Increasing Micro Small and Medium Enterprises (Msmes) in the Digital Era in Indonesia,” *Jurnal Hukum Ekonomi Syariah* 4, no. 1 (2021). <https://doi.org/10.30595/JHES.V4I1.9768>.

³¹ Silvia.

across various phases of this journey. This intricate dance between stages reflects the intricate decision-making processes, external influences, and evolving needs that shape customers' interactions with your brand.³²

Figure 2. Stage of customer's decision-making process.



Source: Author, adapted from Agarzelim Alvarez-Milán et al (2018)

To navigate this intricate landscape more effectively, it becomes imperative to gain a comprehensive understanding of the different phases within the customer journey. By dissecting and comprehending each stage, you equip yourself with the tools to engage with your audience in a more holistic and strategic manner.³³

- **Awareness Phase:** This initial stage marks the inception of the customer journey, where individuals become acquainted with your offerings. It's akin to a first introduction, and your messaging should focus on capturing attention and igniting curiosity.
- **Consideration Phase:** As potential customers progress, they move into a phase of contemplation. Here, your messaging should nurture their interest, addressing their queries and concerns, and highlighting the unique value your products or services offer.
- **Decision Phase:** The customer journey advances to a decisive moment, where individuals are poised to make a commitment. Your messaging in this phase should focus on instilling confidence, emphasizing benefits, and encouraging action.
- **Retention Phase:** Beyond the point of purchase, the journey extends to post-interaction experiences. Messaging here should nurture loyalty, build trust, and encourage repeat engagements.
- **Advocacy Phase:** This final stage is marked by satisfied customers becoming brand advocates. Your messaging should celebrate their positive experiences and encourage them to share their journey with others, creating a cycle of organic engagement.

The customer journey is a fluid and dynamic process, heavily influenced by the resonance of your messaging at each phase. By appreciating the intricate interplay between these stages, you can tailor your communication to address diverse customer needs, thereby fostering deeper connections and ultimately guiding them towards meaningful actions that align with your business objectives. This holistic approach to messaging within the customer journey, infused with benevolence, empowers you to navigate the intricate digital landscape with purpose and efficacy.

5. Measurement and Optimization: Continual Refinement in the Spirit of Benevolence

The sharia-compliant P2P lending companies can proficiently gauge and enhance their execution of the Islamic Digital Canvas Marketing by adopting an ongoing process of meticulous improvement imbued with the essence of benevolence. This iterative progression, intricately interwoven with the ideals of *ihsan* or benevolence,

³² Hafidari Tapak and Pahlevi.

³³ Agarzelim Alvarez-Milán et al., "Strategic Customer Engagement Marketing: A Decision Making Framework," *Journal of Business Research* 92 (2018/11/01 2018). <https://doi.org/https://doi.org/10.1016/j.jbusres.2018.07.017>.

harmoniously aligns with insights derived from data analysis, cultivating a marketing strategy that is both dynamic and influential.

- **Data-Driven Measurement:** At the heart of the measurement phase lies the collection and analysis of data. Islamic financial companies can leverage digital analytics tools to gather pertinent information regarding user interactions, engagement metrics, conversion rates, and other relevant data points. The process involves scrutinizing quantitative and qualitative data to gauge the effectiveness of their digital marketing efforts.³⁴ This can be measured by applying PPC (pay per click), affiliate marketing, and KPI (Key Performance Indicator).
- **Alignment with Benevolent Goals:** In the context of the Islamic Digital Canvas Marketing Framework, this measurement process is steeped in the ethos of benevolence. Islamic financial companies evaluate not only the tangible outcomes of their marketing endeavors but also the alignment of these outcomes with the ethical and benevolent goals that define their brand. This step ensures that the metrics measured are congruent with their commitment to fostering financial well-being and ethical practices within the Islamic finance community.
- **Identification of Opportunities:** The optimization phase is characterized by the identification of opportunities for enhancement and refinement. Islamic financial companies can analyze the collected data to pinpoint areas of strength and areas that require adjustment. This process extends beyond numerical values and delves into the narrative behind the data, fostering a deeper understanding of user behaviors, preferences, and needs.³⁵
- **Iterative Refinement:** Armed with insights and opportunities, Islamic financial companies can iteratively refine their digital marketing strategies. This process involves making thoughtful adjustments to messaging, content, channels, and tactics based on the data-driven insights. The spirit of benevolence permeates this refinement, guiding companies to make choices that enhance user experiences, provide value, and uphold ethical standards.
- **Holistic Success:** The overarching goal of this measurement and optimization journey is to ensure holistic success, where every aspect of the digital marketing campaign resonates with the principles of benevolence and aligns with the overarching objectives of the Islamic financial company. By continually optimizing their strategies, companies reaffirm their commitment to promoting financial well-being, ethical conduct, and social responsibility within the Islamic finance domain.

Table 3. Checklist for Measurement and Optimization

No.	Measurement and Optimization	Check list
1.	Data-driven measurement	<input type="checkbox"/>
2.	Alignment with Benevolent Goals	<input type="checkbox"/>
3.	Identification of Opportunities	<input type="checkbox"/>
4.	Iterative Refinement	<input type="checkbox"/>
5.	Holistic Success	<input type="checkbox"/>

Source: Author

³⁴ Fritscher and Pigneur.

³⁵ Osterwalder et al.

Under this component, the team members can tick the list wherever the work is done. This simplest measurement and optimization phase within the Islamic Digital Canvas Marketing Framework is a dynamic process where the principle of benevolence serves as a guiding light. Through data-driven insights and iterative refinement, Islamic financial companies not only enhance their digital marketing effectiveness but also reinforce their dedication to *ihsan*. This synergy ensures that marketing efforts consistently uphold ethical values, empower users, and contribute positively to the broader Islamic finance ecosystem.

Conclusion

The integration of Islamic finance principles with contemporary business strategies has given rise to innovative approaches that resonate with ethical values. This article explores the intersection of Islamic finance and digital marketing through the lens of the Islamic Digital Marketing Canvas (IDMC). Rooted in the principle of benevolence, the IDMC offers a strategic framework tailored to Islamic financial enterprises, promoting alignment between ethical considerations and financial goals.

This study introduces the IDMC as an extension of the Business Model Canvas, explicitly designed to address the unique needs of the Islamic Peer-to-Peer lending platform. The model comprises five key components: Value Proposition, Goals and Objectives, Content Strategy, Channels, and Measurement and Optimization. These components are infused with the Islamic ethical principles, facilitating the creation of marketing strategies that resonate deeply with Islamic finance user values and aspirations.

This model is imperative for the Islamic finance practitioners and scholars particularly in bridging the gap between ethical finance principles and digital marketing strategies. The IDMC introduces an innovative instrument, representing a pioneering advancement that equips both novices and experts a structured approach to crafting marketing strategies aligned with the values inherent in Islamic finance, with *ihsan* as its key component. Consequently, its impact extends beyond mere enhancement of user engagement but also contributes positively to the broader Islamic finance ecosystem.

Despite its significant contributions, the research is not without limitations. The IDMC's effectiveness may vary depending on the specific context and target audience. Adapting the canvas to diverse industries within Islamic finance could present challenges, requiring further customization. Additionally, the canvas's success relies on accurate data collection and interpretation, which may pose challenges in rapidly changing digital environments. While mindful of its limitations, the IDMC emerges as a guiding light, propelling Islamic financial enterprises toward a future where the synergy of ethical principles and financial accomplishments coalesce to enhance the well-being of users and society at large.

Conflict of Interest

The author declares that there is no conflict of interest on this manuscript.

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