

ABSTRACT

The purpose of this study is to investigate the variables that affect how well digital media marketing works to attract new clients for halal certification services. The report acknowledges that digital media marketing has evolved into a crucial tool for companies looking to advertise their services and reach their target markets. The study is focused on how social media marketing tools, contents and schedule affect the effectiveness of digital media marketing efforts for halal certification services.

The incorporation of a mixed-methods approach will be used to accomplish the research goals. To start, a thorough literature analysis will be done to compile the theories and information already known about digital media marketing, halal certification, and consumer behaviour in relation to halal goods and services. The evaluation will offer a theoretical foundation for the investigation.

Then, in-depth interviews with industry executives and experts in the field of halal certification and prospective customers of halal certification services will be held. The purpose of these interviews is to learn more about the thoughts and experiences of the participants with regard to the impact of digital media on the success of marketing campaigns for halal certification services. Thematic analysis will be used to look for recurring themes and patterns in the qualitative data.

The outcomes of this study will give important new information about the elements that make digital media marketing for halal certification services effective. The findings can be used by halal certification organisations, marketing experts, and companies in the halal sector to create efficient marketing plans that make use of the social media marketing tools, contents and schedule.

Keywords: Halal, Halal Certification, Digital Media Marketing, Digital Marketing

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