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Conceptual Analysis of Marketing Strategies Through Live Streaming on Social Media from an Islamic Business Ethics Perspective

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ABSTRACT

The advancement of digital technology has transformed the global marketing landscape, particularly through the use of live streaming as an interactive, real-time promotional strategy. In Indonesia, this trend has grown rapidly alongside the widespread adoption of social media and smartphones. Despite its effectiveness in boosting consumer engagement and sales conversion, live streaming marketing often raises ethical concerns, especially within the framework of Islamic business ethics. This article conceptually analyzes live streaming-based marketing strategies on social media through the lens of Islamic business ethics. The study identifies ethical violations such as overclaiming, non-transparent endorsements, and emotional manipulation, which conflict with Sharia principles like sidq (honesty), 'adl (justice), and amanah (trustworthiness). Through a literature review, it is found that most businesses have yet to integrate Islamic ethical values into their digital strategies. Islamic business ethics emphasize not only economic efficiency but also moral and spiritual responsibility toward consumers and society. This article recommends integrating Islamic values into digital marketing strategies to ensure business sustainability and divine blessings (barakah). The study contributes to scholarly literature on marketing and Islamic business ethics while providing a conceptual foundation for future research on technology-driven promotions aligned with Sharia principles

ABSTRAK

Perkembangan teknologi digital telah mengubah lanskap pemasaran global, yaitu melalui pemanfaatan live streaming sebagai strategi promosi yang interaktif dan real-time. Di Indonesia tren ini meningkat pesat seiring dengan maraknya penggunaan media sosial dan smartphone. Namun, meskipun efektif dalam meningkatkan keterlibatan konsumen dan konversi penjualan, praktik live streaming marketing kerap menimbulkan persoalan etika, terutama dalam konteks bisnis Islami. Artikel ini menganalisis secara konseptual strategi pemasaran melalui live streaming media sosial dalam perspektif etika bisnis Islam. Kajian ini mengidentifikasi berbagai pelanggaran etis seperti promosi berlebihan (overclaim), ketidaktransparanan endorsement, dan manipulasi emosional yang bertentangan dengan prinsip syariah seperti sidq (kejujuran), 'adl (keadilan), dan amanah (kepercayaan). Berdasarkan studi pustaka, ditemukan bahwa sebagian besar pelaku usaha belum mengintegrasikan nilai-nilai etika Islam dalam strategi digital mereka. Padahal, prinsip-prinsip bisnis Islam tidak hanya menekankan efisiensi ekonomi, tetapi juga tanggung jawab moral dan spiritual terhadap konsumen dan masyarakat. Oleh karena itu, artikel ini merekomendasikan pentingnya integrasi nilai-nilai Islam dalam strategi pemasaran digital sebagai bentuk komitmen terhadap keberkahan usaha dan keberlanjutan bisnis. Artikel ini berkontribusi pada literatur ilmiah di bidang pemasaran dan etika bisnis Islam, serta memberikan landasan konseptual bagi penelitian lanjutan terkait promosi berbasis teknologi yang sesuai dengan nilai-nilai syariah.

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1. INTRODUCTION

The advancement of global digital technology has driven significant transformation across nearly all sectors of life, including business and marketing. This transformation has given rise to various innovations in corporate communication strategies, notably the integration of digital technology into marketing practices. One of the most rapidly growing innovations is the use of live streaming on social media as an interactive and real-time digital marketing medium (Gilbert, 2019).

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Marketing through live streaming offers a two-way communication approach between marketers and consumers, allowing for direct interaction and fostering trust in a more personal and authentic manner. Platforms such as TikTok, Instagram Live, Shopee Live, and YouTube Live have become key channels for product introduction, demonstrations, and emotional engagement with consumers (Auliarahman, 2025). According to a report by (Custom Market Insights, 2023), the global live streaming market is projected to grow from USD 38.87 billion in 2022 to USD 256.56 billion by 2032, with a compound annual growth rate (CAGR) of 28%.

The rapid growth of live streaming is fueled by the availability of high-speed internet infrastructure and the widespread use of smartphones among the public (Simon, 2021). Data show that Indonesians are among the most active social media users in Southeast Asia, with TikTok and Instagram each recording over 99 million monthly active users in 2022 (Anggraeni, 2024).

The popularity of live streaming in digital marketing is driven by its distinct advantages, such as cost-efficiency, time flexibility, and its ability to instantly boost consumer engagement (Wongkitrungrueng et al., 2020). Besides being used for product launches, live streaming platforms also facilitate live Q&A sessions, product tutorials, and influencer-driven promotions that create brand intimacy. Several studies have confirmed that live streaming is effective in increasing sales conversion rates and building trust in product brands (Chen et al., 2022; Guo et al., 2021; Suryowati & Nur Mila Chofifah, 2024).

However, despite these advantages, live streaming marketing presents several ethical challenges that cannot be overlooked, especially in today's competitive and open digital era. Phenomena such as overclaiming (Rasta & Sumardjijati, 2024), the use of artificial scarcity (artificial scarcity) (Qu et al., 2023), and collaborations with influencers who fail to disclose paid endorsements are pressing issues (Hou et al., 2021). Moreover, manipulative marketing strategies are seen as conflicting with the core values of honesty and responsibility that lie at the heart of Islamic business ethics (Ali & Al-Aali, 2015).

This issue is particularly relevant in the Indonesian context, where the majority of the population is Muslim. Islamic business ethics provide a moral framework rooted in the Qur'an and Hadith, emphasizing values such as honesty (sidq), justice (‘adl), responsibility (fard), trustworthiness (amanah), and excellence (ihsan) (Farma & Umuri, 2020; Umuri & Ibrahim, 2020). These principles demand clarity of information in product promotions, prohibit deception, and require marketers to avoid exploiting consumers.

Islamic teachings prohibit marketers from engaging in excessive or deceptive promotions aimed at manipulating consumers, as such actions diminish the spiritual value of income. (Yasin et al., 2025) emphasize the importance of tawhid (divine unity), ‘adl (justice), ikhtiyar (free will), fard (responsibility), and ihsan (benevolence) as core values in Islamic business practices. In the context of live streaming promotions, these values should be reflected in transparency, information accuracy, and sincerity in delivering product testimonials.

Unfortunately, studies indicate that most live streaming practices on social media often fall short of Islamic business ethics standards (Mutaufiq et al., 2024; Sahira Azzahra et al., 2025; Sopiah & Midisen, 2024). The use of hyperbolic language, misleading product promotions, and omission of product shortcomings are common strategies. Some content creators even display inappropriate attire and violate Islamic norms while promoting products they do not fully understand (Fitria, 2025; Wicaksono & Hadi al asy ari, 2024) actions that are explicitly prohibited in Islamic teachings.

Research by (Alfian & Yunus, 2024; Khayati, 2022) reveals that endorsement practices on social media often fail to align with Islamic principles, particularly concerning honesty, responsibility, and modesty. Additionally, many business actors neglect to base their promotional strategies on the principles of halal, honesty, and informational transparency.

This issue becomes more complex considering that live streaming endorsements are often covert. Consumers are unaware that the figures they trust are being paid to promote certain products. Such lack of transparency may be classified as gharar (ambiguity), which is forbidden in Islamic business law. Furthermore, some promotional content tends to exploit emotions such as fear or the fear of missing out (FOMO), which constitutes psychological manipulation in consumer decision-making (Tan et al., 2024).

Some scholars argue that integrating Islamic ethical values into digital marketing strategies is an urgent necessity (Abdullah & Sahad, 2016; Kismawadi & Syahril, 2024; Setiawan, 2023). (Bin Yusuf, 2010) asserts that business activities,

including promotions, should not only be evaluated by efficiency or economic outcomes but also by their spiritual and moral dimensions. This perspective is supported by (Qalbia & Saputra, 2023), who state that implementing Sharia principles in digital business is a form of moral responsibility to society.

Most previous studies have focused on the technical aspects of live streaming, such as user engagement algorithms or visual presentation techniques. In reality, however, Muslim consumers are increasingly critical of the Sharia compliance of products and promotional methods. Studies by Istiqomah et al., (2024) & Muslihun (2024) indicate that the application of justice and transparency principles in digital marketing significantly influences consumer trust in the promoted products.

Given the gap between current digital marketing practices and Islamic ethical values, a conceptual approach is needed to bridge the two. Integrating Islamic values into digital marketing strategies is not merely about normative compliance, but also presents a strategic opportunity to build sustainable, socially responsible businesses.

This article aims to enrich the body of scientific literature in the field of digital marketing and Islamic business ethics, and to serve as a reference for future research exploring the intersection between modern marketing technology and ethical principles within specific social and cultural contexts. Thus, it is hoped that this article can serve as a foundation for promoting more responsible and sustainable business practices in the digital era.

2. LITERATURE REVIEW

Marketing Strategy

Marketing strategy refers to a carefully devised plan aimed at achieving specific objectives by managing an organization's resources and interactions with the market, competitors, and external environment (Momoh & Itohan, 2023). In general, strategy is a fundamental pattern that directs current and planned goals, as well as how an organization survives and competes in the marketplace (Abraham, 2012). Marketing, meanwhile, is an activity designed to satisfy consumer needs and wants through the process of exchange (Kotler & Keller, 2016).

Marketing strategy encompasses the plans and techniques employed to promote products with the goal of increasing sales and brand awareness. The success of marketing depends largely on how effectively product information reaches the target market. (Kotler & Armstrong, 2012) explain that the core elements of marketing strategy are encapsulated in the 4Ps: Product, Price, Place, and Promotion. "Product" includes variety, quality, brand, and packaging; "Price" involves pricing lists, discounts, and allowances; "Place" concerns distribution channels, inventory, and market coverage; while "Promotion" entails advertising, sales promotion, and public relations. Therefore, marketing strategy plays a vital role in a company's success and must be adapted to evolving market conditions and environmental changes.

From an Islamic perspective, marketing strategies must be grounded in Sharia principles that emphasize honesty, trustworthiness, intelligence, and transparent communication (Alma & Priansa, 2014). Islamic marketing highlights that business is conducted with the intention of seeking Allah's pleasure and must comply with Islamic contracts and muamalah (transactional) principles. The integration of Sharia values into the 4P elements includes offering halal and beneficial products, fair and transparent pricing, distribution that serves the public interest, and promotion that is truthful and free of manipulation (Rosita & Mustaqim, 2023). (Abbas et al., 2019) further expand the marketing mix to include three additional elements: People (human resources), Physical Evidence, and Process (service management), all of which must reflect Islamic values in business interactions and service delivery.

Overall, an effective marketing strategy does not solely focus on profit generation, but must also be built upon strong ethical foundations—particularly within Islamic marketing, which integrates moral and social values into modern marketing practices.

Live streaming

Live streaming is a medium that records and broadcasts audio and video in real time over the internet, creating an experience as if viewers were physically present (Wang, 2019). Live streaming is widely used in marketing due to its ability to

allow consumers to view products directly and interact with sellers, thus enhancing online purchase interest (Rahmawaty et al., 2023). Furthermore, live streaming serves as a live presentation that offers in-depth information about a product, helping consumers make more informed decisions (Picot-Coupey et al., 2023). The literature highlights that a comprehensive understanding of live streaming features and consumer characteristics is crucial in designing effective and ethical marketing strategies.

Islamic Business Ethics

Ethics in Islam is not only normative, but also philosophical and practical. Keraf (1998) distinguishes ethics as both habitual goodness (ethos) and moral philosophy, which forms the basis for critical reflection on societal values. (Bertens, 2000) adds that ethics encompasses norms, codes of conduct, and the study of what is morally right and wrong in human behavior. In Islam, ethics is synonymous with akhlaq, which includes values such as honesty, justice, and responsibility (Djakfar, 2012).

Islamic business ethics is a value system derived from the Qur'an and Sunnah, emphasizing spiritual and moral dimensions in economic activity (Badroen, 2015). According to (Beekun, 2006) the foundational principles of Islamic business ethics include: tawhid (oneness and obedience to Allah), ‘adl (justice and balance), ikhtiyar (free will), fard (moral responsibility), and ihsan (benevolence beyond obligation). These five principles form an ethical framework that encourages entrepreneurs to integrate both worldly and spiritual values in their practices.

The Prophet Muhammad (peace be upon him) exemplified ethical business conduct by upholding values such as honesty, trustworthiness, and justice (Salin et al., 2020). Honesty, for instance, is a key principle emphasized in Surah Al-An’am: 152, which calls for fair judgment and truthful speech. This ethical framework is rooted in maqashid shariah, which aims to achieve falah (well-being in both this world and the hereafter) through the protection of religion, life, intellect, lineage, and wealth (Alimuddin, 2020)

3. METHODOLOGY

This study adopts a qualitative research methodology employing a literature review approach. This method was chosen to conduct a conceptual analysis of marketing strategies utilizing live streaming features on social media platforms—particularly TikTok, Instagram, and similar platforms—within the framework of Islamic business ethics and principles.

The primary data sources consist of relevant national and international academic journals, both conceptual and empirical. Data were gathered through academic databases such as Google Scholar, Publish or Perish, Moraref, Open Knowledge Maps, and official websites of journals and higher education institutional repositories. The literature search focused on studies related to digital marketing strategies, the use of live streaming for business promotion, consumer behavior on social media, and the application of Islamic business ethics and maqashid shariah in the context of contemporary muamalah.

Data collection employed the documentation technique, involving reading, understanding, analyzing, and recording important information from selected written sources (Fadilla & Wulandari, 2023). The process involved: first, identifying and selecting scientific journals relevant to the research topic; second, extracting key quotations concerning live streaming marketing strategies and Islamic business ethics; and third, thematic classification to facilitate data analysis.

Data were analyzed using a descriptive qualitative method, comprising several stages: (1) intensive reading and comprehension of selected academic literature; (2) identification and categorization of key concepts, including live streaming marketing strategies, their influence on consumer behavior, and relevance to maqashid shariah and Islamic ethical values; (3) analysis of the relationship between live streaming marketing and Islamic ethical principles—particularly honesty, justice, transparency, social responsibility, and consumer protection; (4) interpretation to evaluate whether such marketing practices align with or contradict Islamic business ethics; and (5) synthesis and conclusion drawing based on the literature.

The analysis results are presented in a clear, systematic, and structured descriptive narrative to provide a comprehensive conceptual overview of how live streaming marketing strategies can be examined through the lens of Islamic

business ethics. This approach is expected to contribute conceptually to the body of literature on Islamic-value-based digital marketing and to serve as a reference for Muslim entrepreneurs in designing not only effective but also ethical and responsible marketing strategies.

4. RESULT AND DISCUSSION

Result

This study investigates the application of Islamic business ethics principles within live streaming marketing strategies on social media. Live streaming has emerged as one of the most popular and effective digital marketing methods, particularly in Indonesia. Based on literature analysis and empirical data, it is evident that live streaming as an interactive marketing medium allows for real-time communication between sellers and buyers, thereby increasing transparency and trust in transactions (Gilbert, 2019; Wang, 2019).

The live streaming phenomenon in Indonesia shows significant growth (Lubis, 2025), highlighting its potential as an effective marketing channel while also posing ethical challenges related to transparency, honesty, and consumer protection. The main ethical framework applied in this research refers to five foundational axioms of Islamic business ethics as proposed by Beekun (2006), tawhid (oneness of God), ‘adl (justice), ikhtiyar (free will), fard (moral responsibility), and ihsan (benevolence).

Tawhid underpins all business activities, requiring entrepreneurs to act with sincerity and spiritual accountability toward Allah rather than merely pursuing material gain (Djakfar, 2012). This principle instills integrity and accountability, as all actions are answerable not only in this world but also in the hereafter. Rooted in tawhid, live streaming marketing strategies must adhere to halal practices, avoid deception, and reflect Islamic morals. Profit is viewed as a trust (amanah), not an end goal, and marketing efforts should prioritize public benefit (maslahah) for consumers and society.

The principle of ‘adl (justice) is reflected in the fairness and transparency of product information conveyed during live streaming. This ensures consumers receive honest and comprehensive details without manipulation (Badroen, 2015) . ‘Adl demands honesty and clarity in all marketing activities, including live streaming. Product descriptions must be accurate, covering specifications, pricing, quality, and limitations, to prevent consumer exploitation. According to Beekun (2006) , justice in business prohibits harm or deceit in transactions. Exaggerated or fabricated claims during live streaming violate this principle and erode consumer trust. Ethical live streaming marketing thus requires integrity and transparency, aligning with Sharia values that emphasize economic justice (Muslihun, 2024).

The principle of ikhtiyar (free will) emphasizes consumers’ right to make informed, uncoerced purchasing decisions, which sellers must respect (Umuri & Ibrahim, 2020). In live streaming marketing, ikhtiyar obliges businesses to provide truthful and unambiguous information, enabling consumers to choose freely without pressure or manipulation (Sofiastuti & Sulistyowati, 2024). Sellers must avoid aggressive persuasion, hidden product flaws, or misleading tactics. By honoring ikhtiyar, marketing strategies become ethical, fair, and Sharia-compliant, strengthening consumer trust and brand loyalty.

The principle of fard (responsibility) requires businesses to uphold product quality, deliver excellent service, and fulfill promises made during live broadcasts (Badroen, 2015). Fard entails moral and professional obligations to consumers, partners, and Allah (SWT). When promoting via live streaming, businesses must present accurate information, avoid overstatements, and ensure delivered products match advertised descriptions. Failure to meet these responsibilities not only damages trust but also violates Islamic moral principles. Muslim practitioners must view every transaction as a divine trust (amanah), accountable before Allah.

Lastly, the principle of ihsan (benevolence) encourages businesses to serve consumers with compassion and empathy, as exemplified by Prophet Muhammad (PBUH). Ihsan transcends formal obligations, urging marketers to prioritize kindness, sincerity, and respect in interactions (Jumriani, 2022). During live streaming, practitioners should address consumer queries courteously, prioritize comfort, and treat customers with dignity. As Beekun (2006), explains, ihsan represents the highest ethical behavior in Islam, motivating individuals to act virtuously even beyond legal requirements to attain divine pleasure.

Therefore, it is very important to avoid practices that are prohibited in Islam such as usury, gharar (uncertainty), maysir (gambling), and fraud (Ruslang & Wahab, 2020). In the context of live streaming, this means avoiding false claims, hoarding of goods, and price manipulation that are detrimental to consumers. In addition, in the context of digital marketing, Muslim business actors must adjust their marketing strategies to align with Islamic values, including honesty, justice, and social responsibility (Istiqomah et al., 2024). This is important to build consumer trust that is increasingly critical of the balance of products and services with sharia principles.

Discussion

The principles of Islamic business ethics serve as the moral and spiritual foundation guiding business activities to align with Sharia values. Islamic business ethics emphasize the importance of integrity, honesty, justice, responsibility, and service based on the intention of worship and obedience to Allah SWT (Badroen, 2015; Djakfar, 2012). Marketing activities through live streaming on social media must apply the principles of Islamic business ethics. Live streaming, as an interactive and real-time medium, enables business actors to communicate directly with consumers, thus becoming a strategic means to concretely implement Islamic business ethics (Gilbert, 2019).

Marketing strategies through live streaming can be effective and consistent with Islamic business ethics if these moral principles are applied consistently. Through live streaming, sellers can build consumer trust through direct communication, product transparency, and responsive service (Guo et al., 2021). Based on these interactive characteristics, live streaming is not merely a promotional medium but also a testing ground for the moral character of business actors in upholding the values of honesty and responsibility.

The principle of tawhid as the spiritual foundation in Islamic business ethics emphasizes that all business activities (Jabbar et al., 2018), including live streaming-based marketing, are acts of worship that must be carried out with sincere intention and full responsibility to Allah SWT. The concept of tawhid instills awareness that business is not only about pursuing material profit but also a means to attain the pleasure of Allah SWT (Anzaikhan et al., 2025). Therefore, live streaming-based business actors are required to maintain integrity, avoid all forms of fraud, exploitation, and manipulation in every interaction. Live streaming is not only a marketing communication platform but also a test of the moral character and honesty of business actors. Business actors must convey product information honestly, without exaggeration (ghuluw), and avoid psychological tricks that mislead consumers for sales increase. The application of the tawhid principle in live streaming practice creates a marketing system that is not only professional but also reflects Islamic spiritual values, thereby bringing blessings to both business actors and consumers.

Next, the principle of ‘adl (justice) is one of the core values in Islamic business ethics that requires business actors to act justly in all aspects of transactions, including in delivering product information (Djakfar, 2012; Naqvi, 1978). In live streaming practice, the principle of ‘adl is realized through honest, complete, and non-misleading information delivery, so consumers gain a comprehensive understanding of the offered products. Transparency must include explanations about specifications, prices, benefits, and potential product weaknesses, without attempts to hide facts or manipulate perceptions (Sofiastuti & Sulistyowati, 2024). A just attitude is important not only to maintain consumer trust but also as a form of spiritual responsibility of business actors to Allah SWT (Wati et al., 2021). Manipulative promotions, such as fake testimonials, pressure to buy within a short time, or exaggerated statements, contradict the value of ‘adl and can harm both parties. Therefore, business actors who prioritize justice in live streaming marketing strategies not only run their business professionally but also fulfill Sharia ethical demands in maintaining maslahah (public interest) for society.

Consumer freedom of choice (ikhtiyar) must be respected by not applying pressure or psychological manipulation during broadcasts. Sellers must provide space for consumers to ask questions and objectively assess products (Beekun, 2006). Freedom of choice also supports the creation of healthy and sustainable business relationships. The principle of ikhtiyar in Islamic business ethics asserts that every individual has the right to make decisions consciously and without coercion. In live streaming marketing, sellers are required not to apply pressure, intimidation, or psychological manipulation to encourage purchases (Muhammad et al., 2024). Ethical business actors should provide room for dialogue, allowing consumers to ask

questions, evaluate, and consider product information objectively without feeling rushed or deceived. Interactions in live streaming should be educational and supportive, not merely aimed at driving sales conversions. By respecting consumer freedom of choice, business actors not only uphold Sharia principles but also build stronger trust and loyalty from customers. This attitude forms the basis for healthy, sustainable, and worshipful business relationships because respecting consumer rights is part of moral responsibility in Islam (Djakfar, 2012).

The principle of fard (responsibility) in Islamic business ethics obliges business actors to fulfill promises, maintain product quality, and provide good after-sales service (Farma & Umuri, 2020; Rosadi, 2024). Responsibility during live streaming can be manifested through accurate product information delivery, honest and polite responses to consumer questions, and professional handling of customer complaints or issues. Business actors must not offer defective or misleading products, as this not only harms consumers but also violates Sharia principles. Every promotional promise made during live broadcasts, whether related to discounts, quality, or services, must be fulfilled without reduction. Furthermore, post-transaction services such as prompt delivery, clear return policies, and follow-up on complaints are tangible forms of trustworthiness and moral responsibility. Implementing the fard principle builds consumer trust and creates a sustainable and blessed business (Farma & Umuri, 2020).

The principle of ihsan in business emphasizes the importance of serving consumers with compassion, empathy, and integrity. Ihsan does not only focus on material profit but also on building harmonious and sustainable relationships with customers (Fakhri, 2024). Marketing through live streaming must be conducted by business actors by providing the best, fair service that reflects the example of Prophet Muhammad SAW, who always prioritized goodness and honesty in every business transaction. The principle of ihsan is highly relevant to the development of modern marketing methods, especially through live streaming, which allows direct and real-time interaction between sellers and consumers. Through live streaming, business actors can demonstrate ihsan by communicating transparently, warmly, and responsively, thereby creating a more personal and enjoyable shopping experience. This not only increases consumer trust but also builds long-term loyalty because consumers feel genuinely valued and cared for (Rinawati et al., 2021). Thus, applying ihsan in live streaming becomes an effective marketing strategy in the digital era while reflecting Islamic business ethics based on goodness and justice.

However, the implementation of Islamic business ethics in live streaming faces challenges, especially in maintaining transparency and avoiding gharar (uncertainty) and fraud, which are easily encountered in digital transactions (Altsaury et al., 2024). The impulse buying phenomenon triggered by direct interaction and aggressive promotions in live streaming can pose a risk of irrational purchases and potentially harm consumers. Therefore, education and supporting regulations are needed to ensure that business actors and consumers understand their rights and obligations in accordance with sharia principles.

In addition, the technological and algorithmic aspects of the live streaming platform must also be regulated so as not to manipulate consumer behavior unethically. The use of artificial intelligence (AI) in marketing must be directed to support transparency and fairness, not exploitation. To maintain Islamic branding, it is important for business actors to ensure that the image and message conveyed during live streaming are in accordance with Islamic values, including honesty, politeness, and respect for consumers. This can strengthen consumer loyalty and become a product differentiator in an increasingly competitive market.

Overall, the integration of Islamic business ethics principles in live streaming marketing strategies not only increases consumer trust and satisfaction but also provides added spiritual and social value that contributes to the welfare of the wider community (Zulfa et al., 2024). This is in line with the objectives of maqashid sharia which emphasizes the maintenance of religion, soul, mind, descendants, and property as the foundation of worldly and hereafter welfare.

The application of Islamic business ethics in live streaming also opens up opportunities for the development of sustainable and sharia-compliant digital business models. Thus, Muslim business actors who adopt a live streaming strategy must internalize Islamic values in every aspect of marketing, from delivering information, interacting with consumers, to completing transactions and after-sales services. This approach not only meets moral and spiritual demands, but also strengthens the business's position in an increasingly competitive and digital market.

5. CONCLUSIONS

The application of Islamic business ethics principles in marketing strategies through live streaming on social media provides a strong moral and spiritual foundation for creating fair, honest, and responsible business practices. Live streaming as an interactive digital marketing medium opens up great opportunities to build consumer trust through real-time communication, information transparency, and more humane service. However, the effectiveness of this strategy is highly dependent on the consistency of business actors in implementing sharia values.

The principle of tawhid emphasizes that business activities are part of worship that demands sincerity, integrity, and spiritual responsibility. The principle of 'adl demands honesty and transparency of product information, so that consumers are not harmed. The principle of ikhtiyar guarantees consumers' rights to choose consciously without pressure, while the principle of fard requires business actors to fulfill moral responsibility for promises and services provided. Finally, the principle of ihsan encourages business actors to go beyond formal obligations by providing services full of empathy and compassion. By implementing these principles, the live streaming strategy is not only a means of promotion, but also a reflection of the morals of Muslim business actors. In addition, Islamic business ethics also prevent business actors from prohibited practices such as fraud, gharar, and manipulation. Therefore, the integration of Islamic values in digital marketing strategies such as live streaming is not only relevant, but also very important for building a sustainable, trusted, and blessed business.

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