

HARNESSING SOCIAL MEDIA TO BOOST CONSUMER AWARENESS OF HALAL PRODUCTS IN INDONESIA

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Abstract: This research investigates the role of social media in enhancing consumer awareness of halal products in Indonesia. As the halal market grows, effective strategies for boosting consumer knowledge and trust are essential. The study employs a quantitative approach. The findings reveal significant relationships between social media usage frequency, content quality, influencer marketing, and advertising on consumer awareness, trust, and attitudes toward halal products. Specifically, higher engagement on social media platforms was found to correlate with increased awareness and trust in halal products, ultimately influencing purchase intentions. The research emphasizes the importance of influencer marketing and high-quality content in shaping consumer perceptions and recommends that brands leverage these elements to reach and educate their target audience effectively. The implications of this study contribute to the understanding of digital marketing strategies within the halal industry, providing insights for businesses seeking to enhance their presence in this competitive market.

Keywords: Social media, consumer awareness, halal products, influencer marketing, content quality, advertising, trust, purchase intentions, Indonesia, digital marketing strategies.

INTRODUCTION

The halal industry in Indonesia has witnessed remarkable growth over the past few decades, driven by the country's large and increasing Muslim population. As the world's largest Muslim-majority nation, Indonesia holds substantial potential in the halal product market, both domestically and internationally. According to the Global Islamic Economy Report 2023, the global halal market is projected to reach USD 3.2 trillion by 2024, with Indonesia playing a pivotal role. Alongside this growth, raising consumer awareness about halal products has become increasingly crucial. Social media has emerged as a powerful tool to enhance this awareness.

Social media platforms have proven highly effective in disseminating information and shaping consumer behavior. As of 2023, Indonesia had 167 million active social media users, primarily engaging with platforms like Instagram, Facebook, TikTok, and YouTube (We Are Social, 2023). This widespread use offers halal industry players a unique opportunity to promote their products and educate consumers about the significance of halal certification. Thus, this research explores

how social media can strategically enhance consumer awareness of halal products in Indonesia.

Halal products adhere to Islamic law in their production, processing, and distribution, encompassing not just food and beverages but also cosmetics, pharmaceuticals, and fashion. With globalization and the rising digital economy, the demand for halal products has surged, reflecting an increasing awareness among Muslim consumers about aligning their consumption habits with their beliefs (Hidayat & Harahap, 2022). This trend is evident in Indonesia's growth in halal product sales and the rising number of producers seeking halal certification (Majelis Ulama Indonesia, 2021).

Despite this demand, many consumers still lack comprehensive knowledge about what constitutes halal and how to ensure the products they purchase meet halal standards. This highlights the need for more robust educational efforts to bridge this knowledge gap. Social media offers an effective channel for disseminating information widely and engagingly (Khan & Sulaiman, 2022).

The interactive nature of social media enables businesses to engage directly with

consumers, deliver targeted messages, and build personalized relationships (Latif & Azizah, 2021). For halal producers, platforms like Instagram and TikTok allow visually engaging content, images, and videos to capture attention and convey key information. Campaigns featuring trusted Muslim influencers can further amplify these messages, leveraging their credibility to boost awareness and trust among their followers (Abdul & Nurul, 2023). However, contrasting findings by Sa'adah & Mardhotillah (2023) suggest that brand ambassadors may not significantly influence purchasing decisions, prompting further investigation into the effectiveness of influencer marketing.

Quality content is critical in maximizing the impact of social media campaigns. Informative, engaging, and educational posts highlighting the benefits of halal products, explaining the certification process, and sharing testimonials can build trust and enhance consumer awareness (Rahayu & Puspitasari, 2022). Additionally, paid social media advertisements can help producers reach broader audiences, including those unfamiliar with halal products (Fathurrahman, 2022).

Social media's interactive features, such as likes, shares, and comments, foster direct consumer engagement. These interactions create opportunities for producers to address questions, resolve concerns, and strengthen connections with their audience (Latif & Azizah, 2021).

However, challenges remain. Unequal access to social media and varying levels of digital literacy mean that some Muslim consumers in Indonesia may not fully benefit from online campaigns. Tailored strategies are needed to ensure inclusivity and reach across different demographic segments (Rahayu & Puspitasari, 2022). Furthermore, the risk of misinformation about halal products on social media underscores the importance of accurate and authoritative content. Halal producers must adhere to standards set by credible bodies like the Majelis Ulama Indonesia (MUI) to maintain trust and safeguard their reputation (MUI, 2023).

In conclusion, social media is pivotal in shaping consumer behavior and raising awareness about halal products in the digital age. With Indonesia's unique position as the largest Muslim-majority country, the halal

industry has vast potential to leverage platforms like Instagram, TikTok, and Facebook. By adopting effective social media strategies, halal product producers can educate consumers, expand their market reach, and build stronger relationships with their audience. This study explores how social media can be harnessed to enhance consumer awareness of halal products in Indonesia.

CONCEPTUAL FRAMEWORK

Frequency of Social Media Usage

Social media frequency refers to how often consumers engage with social media platforms. The more frequently consumers use social media, the greater their exposure to marketing content, leading to increased brand awareness (Smith, 2017). Studies show regular social media interactions can shape consumer preferences and perceptions (Nguyen et al., 2019). In the context of halal products, frequent exposure to content about halal certifications and lifestyle may improve consumer knowledge and trust.

Content Quality

Content quality significantly impacts how effectively a message is conveyed to the audience. High-quality, informative, visually appealing, and relevant content enhances consumer engagement and retention (Tafesse & Wien, 2018). For halal products, content quality can reflect the authenticity and ethical aspects of the brand, influencing consumer trust and positive perceptions (Rahman et al., 2021).

Influencer Marketing

Influencers play a crucial role in shaping consumer behavior. They act as intermediaries between brands and consumers, and their endorsement can increase credibility and trust in products (Ki & Kim, 2019). In the context of halal products, influencers who align with Islamic values can help build a stronger connection with Muslim consumers, enhancing brand trust and awareness (Abidin, 2020).

Advertising

Social media advertising is a direct tool to reach targeted audiences. Advertisements tailored to specific consumer segments, including those seeking halal products, can

create a more effective communication channel (De Vries et al., 2017). Halal product advertising, when aligned with religious and ethical standards, can potentially drive consumer interest and purchase intention (Wilson & Liu, 2019).

Consumer Awareness

Awareness is a fundamental stage in the consumer decision-making process. Social media has proven effective in raising awareness about specific products or services, especially through targeted content and engagement strategies (Kotler et al., 2017). For halal products, awareness is crucial as consumers need to be informed about halal certifications, benefits, and standards (Hussain et al., 2021).

Trust

Trust in both the brand and the platform is essential for consumer conversion. Social media trust refers to consumers' belief that the content they encounter is reliable and credible (Bianchi & Andrews, 2018). Trust is especially important for halal products, as consumers rely on the authenticity and legitimacy of halal certifications (Hassan & Nareeman, 2020).

Attitude

Consumer attitudes toward products are shaped by their perceptions and prior experiences. Social media can influence these attitudes by presenting positive and engaging content, reviews, and endorsements (Fishbein & Ajzen, 2010). In halal products, positive attitudes can be fostered by promoting ethical sourcing, religious compliance, and quality (Karim et al., 2020).

Purchase Intention

Purchase intention is the final step in the consumer decision-making process. It reflects a consumer's likelihood of buying a product based on the information they have encountered (Dodds et al., 1991). The combined effect of social media frequency, content quality, influencer marketing, and trust can lead to stronger purchase intentions for halal products (Jamil & Mat, 2019).

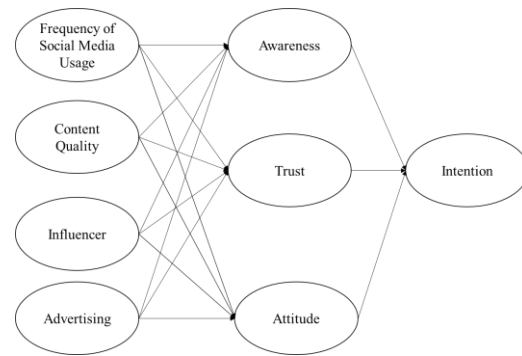


Figure 1. Conceptual Framework

METHODOLOGY

This study adopts a quantitative research approach to examine the role of social media in enhancing consumer awareness of halal products in Indonesia. The research investigates the relationships between social media usage frequency, content quality, influencer marketing, advertising, consumer awareness, trust, attitude, and purchase intention.

A purposive random sampling technique is employed to select participants, targeting active social media users who have demonstrated interest in halal products. The study will sample 375 consumers, with the sample size determined according to statistical guidelines to ensure sufficient power for Structural Equation Modeling - Partial Least Squares (SEM-PLS) analysis. This sample size is considered robust for reliable path modeling and hypothesis testing.

RESULTS AND DISCUSSION

Results

1. Convergent Validity

Convergent validity is a type of validity that measures the degree to which two or more measures of the same construct are related. It ensures that different indicators that are supposed to measure the same concept do so. If the correlations between these indicators are strong, the convergent validity is confirmed (Hair et al., 2016).

Table 1. Convergent Validity

Variable	Indicator	Outer Loading
Frequency of Social Media Usage	FSM1	0.846
	FSM 2	0.746
	FSM 3	0.777

Variable	Indicator	Outer Loading
Content Quality	CQ1	0.835
	CQ 2	0.800
	CQ 3	0.852
	CQ 4	0.856
Influencer	IF1	0.843
	IF 2	0.831
	IF 3	0.824
	IF 4	0.715
	IF 5	0.751
Advertising	ADS1	0.762
	ADS 2	0.798
	ADS 3	0.963
	ADS 4	0.789
	ADS 5	0.863
Awareness	AW1	0.777
	AW2	0.735
	AW3	0.873
	AW4	0.800
Trust	TR1	0.735
	TR2	0.835
	TR3	0.863
Attitude	ATT1	0.773
	ATT2	0.825
	ATT3	0.752
	ATT4	0.825
Purchase Intention	PI1	0.882
	PI2	0.700
	PI3	0.925
	PI4	0.825
	PI5	0.825

2. Average Variance Extracted (AVE)

The average variance extracted (AVE) is a measure used to evaluate the amount of variance captured by a construct with the variance due to measurement error. An AVE of 0.50 or higher indicates that the construct explains more than half of the variance of its indicators, thus demonstrating acceptable convergent validity (Fornell & Larcker, 1981).

Table 2. AVE

Variable	Average Variance Extracted (AVE)
Frequency of Social Media Usage	0.694
Content Quality	0.782
Influencer	0.742
Advertising	0.690
Awareness	0.751
Trust	0.688
Attitude	0.691
Purchase Intention	0.613

3. Composite Reliability and Cronbach's Alpha

Hair et al. (2010) Composite reliability (CR) is a measure used to assess the internal consistency of a set of indicators in a construct. It is similar to Cronbach's alpha but is considered a more precise measure, especially in confirmatory factor analysis. A CR value of 0.70 or higher is generally regarded as acceptable, indicating that the indicators reliably represent the latent construct. Cronbach's alpha is a widely used statistic to measure the internal consistency or reliability of a set of scale items. It evaluates how closely related a set of items are as a group, with a value of 0.70 or higher considered acceptable. The higher the alpha, the more reliable the measurement scale is.

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Frequency of Social Media Usage	0.722	0.841
Content Quality	0.701	0.800
Influencer	0.741	0.815
Advertising	0.755	0.850
Awareness	0.752	0.841
Trust	0.791	0.852
Attitude	0.814	0.811

Variable	Cronbach's Alpha	Composite Reliability
Purchase Intention	0.841	0.851

4. Testing Hypothesis

To verify the study findings, hypothesis testing involves testing a direct effect. The subsequent results are the outcomes derived from testing the hypotheses:

Table 4. Hypothesis

Variable	Original Sample (o)	P-Values
Frequency of Social Media Usage » Awareness	0.635	0.004
Content Quality » Awareness	0.600	0.003
Influencer » Awareness	0.762	0.000
Advertising » Awareness	0.692	0.003
Frequency of Social Media Usage » Trust	0.782	0.000
Content Quality » Trust	0.751	0.000
Influencer » Trust	0.666	0.003
Advertising » Trust	0.752	0.000
Frequency of Social Media Usage » Attitude	0.726	0.000
Content Quality » Attitude	0.524	0.004
Influencer » Attitude	0.625	0.003
Advertising » Attitude	0.615	0.003
Awareness » Purchase Intention	0.702	0.002
Trust » Purchase Intention	0.825	0.000
Attitude » Purchase Intention	0.725	0.000

Discussion

Frequency of Social Media Usage on Awareness

The frequency of social media usage affects consumers' awareness of halal products. The more often an individual uses social media,

the higher the likelihood of being exposed to information related to halal products across various platforms. This frequent exposure helps enhance consumers' knowledge and understanding of the advertised products.

This research shows that the original sample coefficient of 0.635 with a p-value of 0.004 indicates a strong positive relationship between social media usage frequency and consumer awareness. This suggests increased social media engagement enhances consumers' awareness of halal products.

Alalwan et al. (2017) state that higher social media usage frequency provides greater opportunities for users to see repeated brand content, thus enhancing awareness of products.

Casaló et al. (2020) found that consistent interaction with brand content on social media can improve users' memory of the brand and its products. Godey et al. (2016) also assert that users who engage more frequently with social media are more likely to be exposed to product information, which directly impacts their awareness.

Content Quality on Awareness

High-quality content significantly influences consumer awareness. Informative, authentic, and visually appealing content helps consumers better understand products, ultimately increasing their awareness of halal products. Kaplan & Haenlein (2010) demonstrate that high-quality content can capture more users' attention, enhancing awareness of the products and brands.

This research shows that a coefficient of 0.600 and a p-value of 0.003 demonstrate a significant positive effect of content quality on awareness. High-quality, engaging content leads to greater awareness among consumers regarding halal products.

Ashley & Tuten (2015) found that emotionally engaging and relevant content can enhance consumer engagement, affecting awareness. Liu et al. (2020) indicate that well-structured content tailored to the target audience's preferences can significantly improve product awareness.

Influencer on Awareness

Influencers considerably impact product awareness, particularly among social media users who trust influencer opinions. Influencers with good reputations and high credibility can

effectively communicate information about halal products and enhance consumer awareness. With the highest coefficient of 0.762 and a p-value of 0.000, influencer endorsements have the most substantial impact on consumer awareness. This finding highlights the importance of leveraging influencers to promote halal products effectively.

Lou & Yuan (2019) highlight that influencers recognized by the target audience effectively promote products and enhance awareness.

Hwang & Zhang (2018) show that influencer credibility and emotional involvement with the audience significantly impact product awareness. De Veirman et al. (2017) found that the popularity and authority of influencers in a specific niche increase their ability to enhance product awareness among their followers.

Advertising on Awareness

This research shows, that the original sample coefficient of 0.692 with a p-value of 0.003 indicates that effective advertising also significantly contributes to consumer awareness, emphasizing the role of strategic marketing in promoting halal products.

Well-designed social media advertising plays a crucial role in building awareness of halal products. Effective advertisements deliver the right message to the right audience, increasing the likelihood that consumers will remember and recognize halal products. Duffett (2017) found that relevant and well-placed advertisements on social media enhance product exposure, thus increasing awareness.

Chu et al. (2020) also discovered that advertisements using clear imagery and messaging boost consumer appeal toward products, enhancing awareness. Tiago & Veríssimo (2014) emphasize that social media advertising allows better audience segmentation, which helps increase awareness among relevant users.

Frequency of Social Media Usage on Trust

The frequency of social media usage also affects consumer trust in halal products. Consumers who frequently use social media are more likely to trust the information presented on these platforms because they are consistently exposed to relevant content. The coefficient of 0.782 and a p-value of 0.000 indicate a strong relationship between frequent social media usage and consumer trust. This suggests that

regular engagement with content fosters a sense of trust among consumers.

Godey et al. (2016) note that increased interaction with social media content enhances users' trust in brands.

Kim & Ko (2012) demonstrate that the frequency of exposure to product content significantly influences consumer perceptions of product reliability. Laroche et al. (2013) find that greater engagement with social media increases consumer trust in the promoted products and brands.

Content Quality on Trust

The quality of social media content greatly influences consumer trust in halal products. With a coefficient of 0.751 and a p-value of 0.000, the quality of content also significantly enhances consumer trust in halal products.

Content that conveys accurate, helpful, and authentic information builds users' trust in the products.

Muntinga et al. (2011) state that relevant, trustworthy, and high-value content enhances users' trust in the products promoted on social media.

Kim & Ko (2012) found that high-quality content that emotionally engages the audience builds trust in the brand. Liu et al. (2020) also noted that detailed and credible content strengthens consumer perceptions of product reliability.

Influencer on Trust

A coefficient of 0.666 and a p-value of 0.003 shows that influencer credibility contributes positively to consumer trust, reinforcing the need for trustworthy influencer partnerships.

Credible influencers can enhance consumer trust in halal products. Consumers tend to trust influencers they follow due to a perceived personal connection or sense of authority. Lou & Yuan (2019) found that influencers with high credibility can significantly boost consumer trust in the products they endorse.

Hwang & Zhang (2018) also show that trust in influencers directly affects trust in the endorsed products. Casaló et al. (2020) state that frequent influencer engagement with products reinforces consumer trust in those products.

Advertising on Trust

Well-designed advertisements enhance

awareness and build consumer trust in halal products. Transparency and consistency in advertising messages can help create a sense of trust.

The original sample coefficient of 0.752 with a p-value of 0.000 indicates that effective advertising campaigns build trust among consumers, essential for encouraging purchases.

Duffett (2017) found that advertisements aligned with user preferences can increase trust in the brand or product. Chu et al. (2020) discovered that advertisements emphasizing transparency and honesty in presenting product information help enhance consumer trust.

Tiago & Veríssimo (2014) highlight the importance of openness in advertising to build consumer trust in products.

Frequency of Social Media Usage on Attitude

The coefficient of 0.524 with a p-value of 0.004 shows that high-quality content contributes to positive consumer attitudes, though the effect is slightly less pronounced compared to other factors. The frequency of social media usage can shape positive attitudes toward halal products. Consumers who frequently use social media are more likely to develop a positive attitude toward products due to their regular exposure to supportive information. Pereira et al. (2019) state that higher social media usage frequency increases users' tendency to form positive attitudes toward products they see regularly.

Casaló et al. (2020) found that regular interactions with brand content on social media create more positive attitudes toward the brand. Duffett (2017) suggests that repeated exposure to positive messages about products through social media enhances positive attitudes toward those products.

Content Quality on Attitude

The coefficient of 0.524 with a p-value of 0.004 shows that high-quality content contributes to positive consumer attitudes, though the effect is slightly less pronounced than other factors. Content quality plays a crucial role in shaping consumer attitudes toward halal products. Engaging, relevant, and beneficial content can positively influence consumers' attitudes toward the products.

Kaplan & Haenlein (2010) demonstrate that

high-quality content helps shape positive consumer perceptions of brands and products.

Ashley & Tuten (2015) found that content that aligns with consumer interests and values can enhance positive attitudes toward products. Liu et al. (2020) indicate that content that provides direct value to consumers is more likely to create positive attitudes toward products.

Influencer on Attitude

Influencers can directly influence consumers' attitudes toward halal products. If influencers have a good reputation and a strong connection with their followers, they can shape positive attitudes toward the products they promote.

With a coefficient of 0.625 and a p-value of 0.003, influencer endorsements positively influence consumer attitudes toward halal products. Lou & Yuan (2019) found that influencer credibility and authority significantly influence consumers' positive attitudes toward endorsed products.

Hwang & Zhang (2018) discovered that consumers tend to adopt the attitudes of trusted influencers toward a product. Casaló et al. (2020) state that influencer engagement in promoting products reinforces positive consumer attitudes toward those products.

Advertising on Attitude

A coefficient of 0.615 and a p-value of 0.003 indicate that effective advertising positively impacts consumer attitudes, reinforcing the importance of marketing efforts. Effective social media advertising can shape positive attitudes toward halal products. Advertisements that highlight the positive values of products, such as health benefits or ethics, can influence consumers' attitudes. Duffett (2017) shows that advertisements emphasizing consumer values shape positive attitudes toward products.

Chu et al. (2020) found that advertisements using visual elements and relevant messaging are more likely to influence positive consumer attitudes toward products.

Tiago & Veríssimo (2014) emphasize that proper ad segmentation helps create positive attitudes among target audiences.

Awareness on Purchase Intention

Consumer awareness of halal products directly affects their intention to purchase. The more information they have about a product, the

more likely they will buy it. The original sample coefficient of 0.702 with a p-value of 0.002 indicates that greater awareness of halal products significantly influences purchase intentions.

Huang & Su (2018) state that brand awareness significantly influences consumers' purchase intentions.

Casaló et al. (2020) found that increased brand awareness directly affects purchase intentions, as consumers become more confident in the products.

Lou & Yuan (2019) indicate that higher awareness levels help reduce uncertainty, thus increasing purchase intentions.

Trust on Purchase Intention

Consumer trust in halal products is crucial in driving purchase intentions. Consumers who trust that a halal product is safe and aligns with their values are more likely to purchase it.

The highest coefficient of 0.825 and a p-value of 0.000 highlight that consumer trust is the most significant predictor of purchase intention, emphasizing the critical role of building trust in the marketing strategy.

Kim & Ko (2012) found that brand trust significantly influences purchase intentions, especially in digital markets.

Lou & Yuan (2019) found that trust built through social media substantially impacts consumers' purchasing decisions.

Hwang & Zhang (2018) state that trust in product quality and influencer credibility increases consumers' purchase intentions.

Attitude on Purchase Intention

A positive attitude toward halal products directly influences consumers' intention to buy those products. If consumers have a positive perception of a product, they are more likely to make a purchase. The coefficient of 0.725 and a p-value of 0.000 indicate that positive consumer attitudes significantly affect their intention to purchase halal products.

Huang & Su (2018) state that positive attitudes toward products primarily predict consumers' purchase intentions. Casaló et al. (2020) show that more positive attitudes toward products directly affect purchasing decisions.

Pereira et al. (2019) found that consumers with positive attitudes toward products are likelier to decide to purchase.

CONCLUSION

The study concludes that frequent social media usage, high-quality content, credible influencers, and effective advertising significantly enhance consumer awareness, trust, and attitudes toward halal products. Furthermore, awareness, trust, and attitude strongly influence consumers' purchase intentions. These findings highlight the critical role of strategic social media engagement and influencer partnerships in promoting halal products and driving consumer purchasing decisions.

The study recommends prioritizing influencer marketing and creating high-quality content to strengthen consumer awareness and trust. Additionally, effective advertising strategies can positively shape consumer attitudes toward halal products. Continuous engagement on social media platforms is essential to maintaining consumer trust and awareness, ultimately fostering stronger purchase intentions.

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