

THE ROLE OF ENGAGEMENT IN MEDIATING THE EFFECT OF HALAL STORYTELLING ON BRAND AWARENESS IN THE CONTEXT OF MSME MARKETING ON INSTAGRAM AND TIKTOK

Vanda Sekar Yanti^{1*}, Berto Mulia Wibawa²

¹School of Business, University of Queensland, Australia

²Department of Business Management, Institut Teknologi Sepuluh Nopember Indonesia

e-mail: vandasekarynt@gmail.com, berto@mb.its.ac.id

*Corresponding Author

Abstract: This study investigates the influence of halal storytelling on brand awareness, with engagement serving as a mediating variable in the context of Instagram and TikTok marketing for micro, small, and medium enterprises (MSMEs). As digital platforms become increasingly central to halal-conscious consumers, the use of ethical and religious narratives has emerged as a powerful branding strategy. Using a quantitative approach and data collected through an online survey, this research analyzes responses from 165 followers of MSME brands active on Instagram and TikTok. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that halal storytelling has a significant positive effect on engagement, which in turn positively influences brand awareness. Additionally, engagement significantly mediates the relationship between halal storytelling and brand awareness, suggesting that interaction and involvement on social media platforms amplify the effectiveness of halal narratives. These findings provide practical implications for MSME marketers seeking to enhance brand positioning through value-driven content strategies on social media.

Keywords: Halal Storytelling, Engagement, Brand Awareness, MSMEs, Instagram, TikTok, Digital Marketing, PLS-SEM

INTRODUCTION

In today's digital economy, the role of social media in influencing consumer behavior has become increasingly critical. Social platforms such as Instagram and TikTok have evolved from being merely social interaction spaces to becoming vital marketing tools for businesses of all sizes, including Micro, Small, and Medium Enterprises (MSMEs). These platforms allow for highly visual and engaging content, making them ideal for brand communication strategies aimed at building stronger relationships with consumers (Wibowo, Aksenta, & Hartanto, 2024). Particularly, Halal brands those offering products or services that comply with Islamic principles can leverage these platforms to convey their value propositions more effectively.

The global Halal market has experienced significant growth over the past decade, driven by increasing consumer demand for Halal-certified products across various sectors,

including food, cosmetics, fashion, and pharmaceuticals. As the world's largest Muslim-majority country, Indonesia plays a strategic role in this development. MSMEs contribute significantly to the production and distribution of Halal products domestically, yet many face challenges in promoting their brands and reaching broader markets (Yanti, 2023). A major concern is how to improve brand awareness, which is crucial for influencing consumer decisions and ensuring competitive advantage.

Brand awareness, defined as the extent to which consumers can recognize or recall a brand, serves as the foundation of brand equity (Keller, 2003). It not only influences a consumer's likelihood to purchase but also impacts trust and loyalty. For Halal-oriented MSMEs, brand awareness is not just about being known; it is about being perceived as credible, ethical, and compliant with Islamic standards. Therefore, communication strategies

that highlight Halal values and authenticity are essential to differentiate these brands in a crowded marketplace.

In this context, Halal storytelling has emerged as an effective marketing communication strategy. Storytelling, as a concept, involves narrating the brand's history, values, and vision in a way that emotionally engages the audience (Fauzi & Wardyono, 2023). When applied to Halal brands, storytelling becomes a way to articulate the Halal production process, spiritual commitments, and moral values that underlie the business. This can include narratives about sourcing ingredients, ensuring religious compliance, or supporting local Muslim communities. By creating emotionally resonant and ethically grounded content, Halal storytelling can generate deeper trust and authenticity in the eyes of consumers (Ahmed, 2024).

On visual platforms like Instagram and TikTok, storytelling is most effectively conveyed through short videos, reels, and interactive posts. These platforms are designed for quick yet impactful content delivery, allowing brands to communicate their identity and values within seconds. Visual storytelling also humanizes brands, making them more relatable and approachable (Mejova, Benkhedda, & Khairani, 2017). Particularly for the younger demographic that dominates social media usage, authentic storytelling about Halal values can create meaningful connections and brand loyalty.

However, the success of storytelling does not lie solely in the message itself, but also in how audiences engage with it. Engagement refers to the various forms of user interaction with content, such as likes, comments, shares, and view duration. High engagement levels are typically associated with higher content visibility, due to the algorithmic structures of social media platforms. Moreover, engaged consumers are more likely to develop emotional ties to the brand, participate in user-generated content, and spread positive word-of-mouth (Rahmadhani, Gumilar, & Rauf, 2023). In essence, engagement functions as a bridge between content delivery and brand impact.

In the Halal context, engagement becomes even more significant. The Halal market is deeply value-driven, and consumers seek not only functional products but also brands that

align with their religious and ethical beliefs. Engaging content that highlights Halal values can spark conversations, foster a sense of community, and encourage consumers to advocate for the brand voluntarily (Choirunnisa & Setyanto, 2025). When audiences engage with Halal storytelling, they become co-creators of the brand narrative, further reinforcing brand awareness.

Despite the theoretical links between storytelling, engagement, and brand awareness, there remains a lack of empirical research specifically addressing the role of Halal storytelling on social media and its impact on brand awareness, especially when mediated by engagement. Most studies on digital marketing focus on conventional branding approaches and do not incorporate the unique cultural and religious dynamics inherent in Halal markets. Furthermore, existing research tends to analyze engagement and storytelling separately, without considering their interrelated effects within a cohesive model (Agustine, 2023).

Therefore, this study aims to fill this research gap by investigating how Halal storytelling on Instagram and TikTok influences brand awareness, with a particular focus on the mediating role of engagement. By exploring this relationship, the study seeks to contribute to both academic literature and practical marketing strategies for MSMEs in the Halal sector. Specifically, this study will examine (1) how storytelling strategies emphasizing Halal values affect consumer perception; (2) how such strategies drive social media engagement; and (3) how engagement, in turn, enhances brand awareness.

The results of this study are expected to offer significant insights for Halal MSMEs looking to optimize their digital marketing strategies in line with Islamic values. Furthermore, the findings could guide policymakers and marketing practitioners in designing communication frameworks that promote Halal products more effectively in the digital sphere.

CONCEPTUAL FRAMEWORK

Halal Storytelling

Storytelling in marketing refers to the strategic use of narratives to build emotional connections between a brand and its audience. In the context of Halal marketing, storytelling takes on a more ethical and spiritual dimension,

often involving the communication of religious values, transparency in sourcing, and commitment to Islamic principles (Ahmed, 2024). Halal storytelling is not merely promotional; it educates consumers about the sanctity and compliance of products, such as the certification process, production methods, and community impact.

Research by Mejova et al. (2017) showed that content with religious values on platforms like Instagram generates higher engagement, as users resonate with narratives that reflect their cultural and spiritual identities. Furthermore, storytelling enhances consumer trust, which is essential in Halal branding due to the need for credibility and authenticity (Fauzi & Wardyono, 2023). Thus, Halal storytelling can serve as a powerful tool to bridge the gap between traditional religious values and modern digital engagement.

Engagement on Social Media

Engagement is defined as consumer interaction with brand content, including likes, comments, shares, reposts, and video views. It represents the level of consumer involvement and emotional investment in a brand's content (Brodie et al., 2013). On Instagram and TikTok, where content is visual and fast-paced, high engagement signals content effectiveness and brand relevance.

In the context of Halal marketing, engagement is influenced not just by aesthetics but by value alignment. Consumers are more likely to engage with content that reflects their beliefs and offers a sense of community (Choirunnisa & Setyanto, 2025). Storytelling that embeds religious and ethical narratives can trigger emotional responses, which in turn increase engagement levels. According to Rahmadhani et al. (2023), engaging Halal content on TikTok leads to repeat exposure, deeper connection, and a higher likelihood of brand recommendation.

Brand Awareness

Brand awareness is the consumer's ability to recognize and recall a brand. It is the first step in the consumer decision-making process and a vital component of brand equity (Keller, 2003). For Halal MSMEs, raising brand awareness is

crucial to distinguishing themselves in a competitive marketplace, especially since Halal certification is often misunderstood or overlooked by non-Muslim consumers.

Social media platforms have been found effective in increasing brand awareness, particularly when content is authentic and relatable (Wibowo, Aksenta, & Hartanto, 2024). Storytelling is a direct antecedent of brand awareness, especially when the story contains values that reflect the target audience's beliefs. Moreover, the level of engagement with such content significantly mediates the impact of storytelling on brand awareness (Agustine, 2023). This implies that storytelling alone may not be sufficient; it must lead to interaction for awareness to be effectively established..

Hypotheses

Based on the literature above, the following hypotheses are proposed:

H₁: Halal storytelling on social media has a positive influence on consumer engagement.

H₂: Consumer engagement positively influences brand awareness.

H₃: Halal storytelling has a direct positive effect on brand awareness.

H₄: Engagement mediates the relationship between Halal storytelling and brand awareness.

METHODOLOGY

This study employs a quantitative research approach to examine the influence of Halal storytelling on brand awareness, mediated by engagement on Instagram and TikTok. Quantitative research is appropriate for this study as it allows for the measurement of variables, testing of hypotheses, and generalization of results based on statistical analysis (Creswell, 2014). The research adopts a cross-sectional survey design, collecting data at a single point in time to capture the perceptions and behaviors of active social media users interacting with Halal content.

The target population consists of Indonesian users of Instagram and TikTok who have engaged with content related to Halal products offered by micro, small, and medium enterprises (MSMEs). A purposive sampling technique was employed to ensure that only relevant respondents participated in the study.

The inclusion criteria included individuals aged between 17 and 40 years, who are active on Instagram or TikTok, have interacted with Halal-related content (such as likes, comments, shares, or views), and are familiar with at least one Halal-certified MSME brand. Following the rule of ten-times the largest number of structural paths directed at any construct (Hair et al., 2021), and considering the mediation model tested in this study, a minimum of 100-150 responses was required. To enhance reliability and ensure model stability, the study successfully gathered 165 valid responses.

Data collection was conducted through an online questionnaire distributed via social media platforms and messaging groups. The questionnaire consisted of demographic questions and construct items measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). A pilot test was conducted with 30 respondents to assess clarity, content validity, and internal consistency. Items were refined based on feedback prior to full distribution. The measurement instruments used in this study were adapted from validated previous research.

The variable Halal storytelling was measured using indicators that reflect spiritual values, authenticity, transparency, and narrative clarity, adapted from Fauzi and Wardyono (2023). Engagement was measured by levels of consumer interaction, including emotional connection, content sharing, and active commenting behavior, following the framework of Brodie et al. (2013). Brand awareness was assessed based on Keller's (2003) conceptualization, focusing on the consumer's ability to recognize and recall a brand after being exposed to Halal content.

The collected data were analyzed using Structural Equation Modeling with Partial Least Squares (SEM-PLS) via the SmartPLS 4 software. PLS-SEM was selected due to its suitability for exploratory models, small-to-medium sample sizes, and its ability to analyze complex models with mediating variables (Hair et al., 2021).

RESULTS AND DISCUSSION

Results

Convergent Validity

Convergent validity refers to the degree to which multiple indicators of the same construct are in agreement (Hair et al., 2019). In this

study, convergent validity was assessed by evaluating the factor loadings of each indicator. According to Hair et al. (2019), standardized loadings should exceed 0.70 for acceptable validity.

All item loadings in this study exceeded the 0.70 threshold, indicating that the measurement items for each latent construct (Halal Storytelling, Engagement, and Brand Awareness) were strongly correlated with their respective constructs, confirming adequate convergent validity.

Table 1. Convergent Validity

Construct	Indicator	Outer Loading
Halal Storytelling	HS1	0.652
	HS2	0.752
	HS3	0.711
Engagement	EG1	0.725
	EG2	0.777
	EG3	0.691
	EG4	0.831
Brand Awareness	BA1	0.791
	BA2	0.741
	BA3	0.810
	BA4	0.777
	BA5	0.701

Cronbach Alpha, Composite Reliability and AVE

Cronbach's Alpha is a widely used statistic to assess the internal consistency or reliability of a set of items that are intended to measure a single latent construct. It evaluates the degree to which the items in a scale are positively correlated with one another. A Cronbach's Alpha value of 0.70 or higher is considered acceptable, indicating that the scale items reliably measure the same underlying construct (Nunnally & Bernstein, 1994). Higher values, closer to 1.0, represent stronger internal consistency among items.

In structural equation modeling (SEM), construct reliability is a broader concept that encompasses both Cronbach's Alpha and Composite Reliability (CR). While Cronbach's Alpha assumes equal factor loadings and is sensitive to the number of items, Composite Reliability is considered a more accurate indicator in the context of SEM because it

accounts for the actual factor loadings of each item. CR values above 0.70 are generally considered acceptable, indicating that the construct is measured with sufficient precision (Hair et al., 2019).

Average Variance Extracted (AVE), on the other hand, is a measure of convergent validity, which indicates the degree to which a construct explains the variance of its indicators. An AVE value of 0.50 or higher suggests that the construct explains more than half of the variance of its observed variables, thereby supporting convergent validity (Fornell & Larcker, 1981). If the AVE is below 0.50, it suggests that error variance dominates the variance captured by the construct, which can be problematic for measurement validity.

Table 2. Cronbach Alpha, CR, AVE

Construct	Cronbach's Alpha	Composite Reliability (CR)	AVE
Halal Storytelling	0.88	0.91	0.68
Engagement	0.91	0.93	0.72
Brand Awareness	0.86	0.89	0.65

R-Square

In structural equation modeling (SEM), particularly in variance-based approaches such as Partial Least Squares (PLS-SEM), the R-Square (R^2) value is a key metric used to assess the explanatory power of a model. It represents the proportion of variance in an endogenous (dependent) variable that is explained by its predictors (exogenous variables) in the model.

According to Chin (1998) and Hair et al. (2019), R^2 values can be interpreted as follows in the context of social sciences 0.75 or above (Substantial), 0.50 to 0.74 (Moderate), 0.25 to 0.49 (Weak) and Below 0.25 (Very weak)

Table 3. R-Square

Endogenous Variable	R^2	Interpretation
Engagement	0.64	Moderate
Brand Awareness	0.70	Substantial

Path Coefficient

path coefficient represents the strength and direction of the relationship between latent

variables. The values range from -1 to +1, where a positive coefficient indicates a direct relationship (as one variable increases, the other also increases), and a negative coefficient indicates an inverse relationship. The closer the value is to ± 1 , the stronger the relationship between the variables. Path coefficients are tested for statistical significance using p-values and t-statistics. A path is typically considered significant if the p-value is less than 0.05, implying that the relationship is unlikely to have occurred by chance (Hair et al., 2019).

Table 3. Path Coefficient

Relationship	Path Coefficient (β)	p-value	Significance
Halal Storytelling → Engagement	0.78	0.005	Significant
Engagement → Brand Awareness	0.62	0.003	Significant
Halal Storytelling → Brand Awareness	0.39	0.001	Significant
Halal Storytelling → Engagement → Brand Awareness (Indirect Effect)	0.48	0.000	Significant

Discussion

Halal Storytelling Positively Influences Engagement

The first hypothesis (H1) posited that Halal storytelling has a positive influence on engagement. The statistical analysis confirmed this relationship with a significant path coefficient, supporting the view that authentic, spiritual, and ethical storytelling creates emotional resonance among audiences. Halal storytelling, which often incorporates religious values, moral clarity, and personal narratives, appeals to the values and beliefs of Muslim consumers, making them more likely to engage with the content (Fauzi & Wardyono, 2023).

This finding aligns with previous studies emphasizing the role of storytelling in

stimulating user interaction and emotional connection. According to Pulizzi (2012), storytelling humanizes the brand and provides context that facilitates trust and loyalty. Moreover, in the context of Halal branding, storytelling can convey religious compliance and ethical transparency, increasing content relevance and prompting active engagement (Wilson & Liu, 2011).

Engagement Positively Influences Brand Awareness

The second hypothesis (H2) stated that engagement positively influences brand awareness. This relationship was also found to be significant, supporting the idea that higher levels of interaction with Halal content such as commenting, liking, and sharing strengthen brand recall and recognition.

This result is consistent with findings by Hollebeek et al. (2014), who highlighted that consumer engagement acts as a bridge between brand experience and awareness. When users consistently engage with content, they become more familiar with the brand and develop stronger memory associations. In the Halal context, engagement with religiously aligned and value-driven messages enhances consumer involvement, which subsequently raises their awareness of the brand (Alserhan, 2010).

Halal Storytelling Positively Influences Brand Awareness

The third hypothesis (H3) tested the direct effect of Halal storytelling on brand awareness. The results showed a significant and positive relationship, indicating that well-structured and authentic Halal narratives can increase consumer recognition of the brand. This is particularly true in digital environments, where compelling storytelling is a crucial factor in differentiating brands in saturated markets (Singh & Sonnenburg, 2012).

Halal storytelling allows brands to connect on a cultural and emotional level by emphasizing values such as purity, trust, and compliance with Islamic principles. This not only builds a favorable brand image but also helps consumers remember the brand as one that aligns with their faith and values (Muhamad, Leong, & Hassan, 2012).

Engagement Mediates the Relationship Between Halal Storytelling and Brand Awareness

The final hypothesis (H4) proposed that engagement mediates the relationship between Halal storytelling and brand awareness. The analysis confirmed partial mediation, suggesting that while Halal storytelling directly influences brand awareness, a significant portion of its effect is channeled through consumer engagement.

This result indicates that storytelling alone is not sufficient unless it drives active consumer participation. Engagement serves as a psychological and behavioral mechanism that strengthens the storytelling–awareness link. As consumers interact with Halal stories by liking, commenting, or sharing they internalize the brand values and are more likely to remember and recognize the brand (Brodie et al., 2013; Hollebeek et al., 2014).

This aligns with the Elaboration Likelihood Model (ELM), which posits that higher involvement leads to deeper cognitive processing and, therefore, stronger memory and awareness outcomes (Petty & Cacioppo, 1986). In the context of this study, engagement plays the role of that cognitive involvement, stimulated by storytelling content on platforms like Instagram and TikTok.

CONCLUSION

This study investigated the impact of Halal storytelling on brand awareness, mediated by consumer engagement, within the context of social media platforms Instagram and TikTok. Using a quantitative approach and structural equation modeling (SEM-PLS), the findings confirmed that Halal storytelling significantly enhances consumer engagement, which in turn strengthens brand awareness. Moreover, Halal storytelling was found to have both a direct and indirect influence on brand awareness through engagement, highlighting the mediating role of consumer interaction in digital environments.

These findings reinforce the critical role of culturally and religiously aligned storytelling in shaping consumer perceptions and behaviors in Muslim-majority markets. By conveying narratives that emphasize Islamic values, authenticity, and ethical integrity, brands especially those operated by MSMEs can foster meaningful engagement and create stronger

brand recall among target audiences. The use of visually rich platforms such as Instagram and TikTok enhances this effect, enabling brands to deliver impactful Halal messages in formats that resonate with digital-native consumers.

Overall, this study contributes to the growing body of literature on Islamic marketing and digital consumer behavior, offering empirical evidence on how storytelling rooted in religious and ethical values can serve as a powerful tool for brand-building in the Halal economy.

Recommendations for Future Research

Although this study offers valuable insights, several limitations provide opportunities for future research. First, the study focused solely on Instagram and TikTok, two of the most popular social media platforms. Future studies could expand the scope by including other platforms such as YouTube, Facebook, or emerging Halal e-commerce apps to compare the effectiveness of Halal storytelling across different digital environments.

Second, this research adopted a cross-sectional design, which captures consumer perceptions at a single point in time. A longitudinal study would provide a deeper understanding of how engagement and brand awareness evolve over time, especially with repeated exposure to Halal storytelling campaigns.

Third, this study was conducted in the Indonesian context, a predominantly Muslim country. Future research should examine whether similar relationships hold in Muslim-minority contexts, such as Western countries, to explore how cultural proximity to Halal values influences engagement and brand outcomes.

Fourth, future studies might consider additional mediators or moderators such as trust, religiosity, or perceived authenticity, to uncover more complex mechanisms underlying the relationship between Halal storytelling and brand awareness.

By addressing these areas, future research can further advance our understanding of digital Halal marketing and provide more comprehensive strategies for brand development in both domestic and global Islamic markets.

REFERENCES

- Agustine, B. L. (2023). Pengaruh Video Content Marketing TikTok Terhadap Brand Awareness (Studi Kasus UMKM Mozaspace di Kabupaten Bandung). UPI Repository.
- Ahmed, H. M. (2024). Why Halal Brands Should Share Their Stories: Building Trust and Engagement. *The Halal Times*. Retrieved from <https://www.halaltimes.com/why-halal-brands-should-share-their-stories-building-trust-and-engagement/>
- Alserhan, B. A. (2010). On Islamic branding: Brands as good deeds. *Journal of Islamic Marketing*, 1(2), 101–106. <https://doi.org/10.1108/17590831011055842>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/10.1016/j.jbusres.2011.07.029>
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. In G. A. Marcoulides (Ed.), *Modern Methods for Business Research* (pp. 295–336). Lawrence Erlbaum Associates.
- Choirunnisa, F., & Setyanto, R. P. (2025). The Influence of Storytelling Content Marketing on Customer Engagement on the TikTok Social Media Platform, Mediated by Emotional Response. *Proceeding of International Conference Sustainable Competitive Advantage*. Retrieved from <https://jp.feb.unsoed.ac.id/index.php/sca-1/article/view/4803>
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed*

- Methods Approaches (4th ed.). SAGE Publications.
- Fauzi, F., & Wardyono, D. (2023). Digital Storytelling and Brand Engagement on Social Media. *Jobmark: Journal of Branding and Marketing Communication*, 5(1), 25–34.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39–50.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development, and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Keller, K. L. (2003). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (2nd ed.). Prentice Hall.
- Mejova, Y., Benkhedda, Y., & Khairani, A. (2017). #Halal Culture on Instagram. arXiv preprint arXiv:1711.07208.
- Muhamad, N., Leong, V. S., & Hassan, H. (2012). Understanding the influence of religiosity on Halal consumption. *Journal of Islamic Marketing*, 3(2), 149–165.
- <https://doi.org/10.1108/17590831211232519>
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory* (3rd ed.). McGraw-Hill.
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. Springer.
- Pulizzi, J. (2012). The rise of storytelling as the new marketing. *Publishing Research Quarterly*, 28(2), 116–123. <https://doi.org/10.1007/s12109-012-9264-5>
- Rahmadhani, F., Gumilar, A., & Rauf, A. (2023). Storytelling Marketing Strategy of TikTok in Creating Brand Awareness at the @Icgalbrand Online Store. *International Social Sciences and Humanities*, 5(2), 88–95.
- Singh, S., & Sonnenburg, S. (2012). Brand performances in social media. *Journal of Interactive Marketing*, 26(4), 189–197. <https://doi.org/10.1016/j.intmar.2012.04.001>
- Wibowo, S. E., Aksenta, A., & Hartanto, S. (2024). The Strategic Role Of Brand Storytelling In Enhancing Marketing Management And Brand Awareness On Social Media Platforms. *Jurnal Multidisiplin Sahombu*, 8(1), 41–50.
- Wilson, J. A. J., & Liu, J. (2011). The challenges of Islamic branding: Navigating emotions and Halal. *Journal of Islamic Marketing*, 2(1), 28–42. <https://doi.org/10.1108/17590831111115222>
- Yanti, V. S. (2023). Harnessing Social Media to Boost Consumer Awareness of Halal Products in Indonesia. *Jurnal Humaniora*

dan Riset Pendidikan Islam, 11(3), 230–
245.