

THE EFFECTIVENESS OF TIKTOK MARKETING AMONG YOUNG MUSLIM CONSUMERS: CHALLENGES IN RELIGIOUS PRODUCT PROMOTION

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Abstract: This study aims to analyze the effectiveness of TikTok marketing in promoting religious products to young Muslim consumers. TikTok, as a short-video platform, offers high interactivity, making it a potential medium for digital marketing. Promoting religious products requires special attention to Islamic values and ethics. The research employs a quantitative descriptive correlational approach. Data were collected via an online questionnaire from 150 respondents aged 17–30 who actively use TikTok. Independent variables include creative content, influencer credibility, and Islamic values & ethics; the dependent variable is promotion effectiveness, measured through purchase intention, engagement, and consumer trust. Data were analyzed using Pearson Product Moment correlation. The results show a positive and significant relationship between TikTok marketing and promotion effectiveness ($r = 0.63$; $p < 0.05$). Marketing strategies are most effective when creative content is presented while maintaining Islamic ethical principles.

Keywords: TikTok, Digital Marketing, Young Muslim Consumers, Religious Products, Pearson Product Moment

Introduction

Digital technology has transformed traditional marketing into interactive, personalized, and data-driven digital marketing. Social media, particularly short-video platforms such as TikTok, allows content to go viral through advanced recommendation algorithms, creative filters, music, and high social interactivity. Companies can build closer relationships with consumers through interactive and creative content, including live streaming and collaboration features. TikTok stands out because it personalizes content based on user preferences, significantly increasing content exposure. Previous studies show that interactivity and personalization strongly influence the effectiveness of digital marketing campaigns, as consumers feel more engaged and enjoy the content experience (Kotler & Keller, 2016).

Young Muslim consumers aged 17–30 represent a growing market for religious products, including Muslim fashion, halal cosmetics, Islamic educational media, and Sharia-compliant financial products. This segment is highly tech-savvy, active on social media, and sensitive to Islamic values in purchasing decisions. Promoting religious products on TikTok faces challenges such as the risk of commercializing religious values, content that is not Sharia-compliant, and diverse audience preferences that can reduce promotion effectiveness. Therefore, marketing strategies must consider Islamic principles while leveraging TikTok's creativity and interactivity to attract young Muslim consumers (Safira & Hidayat, 2022).

TikTok provides unique opportunities through creative content and credible influencers. Influencers play a key role in building consumer trust in religious products, while creative content increases engagement, purchase intention, and information retention. This study evaluates TikTok marketing implementation for religious products, measures promotion

effectiveness, and examines the relationship between TikTok marketing and promotion effectiveness using Pearson Product Moment correlation (Rahman, 2020).

Literature Review

Digital Marketing and Social

Digital marketing enables interactive relationships between companies and consumers, allowing two-way communication and viral content distribution. Social media increases consumer engagement, expands product reach, and provides real-time feedback, enabling more adaptive and responsive marketing strategies. TikTok is particularly effective due to its recommendation algorithm, short video features, creative filters, music, live streaming, and high interactivity through likes, comments, and shares. Research indicates that creative and interactive content on TikTok significantly improves engagement, purchase intention, and information retention, making it an effective digital marketing platform, especially for young audiences (Kaplan & Haenlein, 2010; Chen et al., 2021; Tseng & Fogg, 2019).

Young Muslim Consumers as Target Market

Young Muslim consumers aged 17–30 are digital natives familiar with online content but highly attentive to Islamic values. They respond positively to educational, creative content and credible influencers. Factors such as music, visuals, and promotional messaging consistent with Sharia principles influence purchasing decisions, engagement, and trust. Prior studies indicate that purchase intention, engagement, and trust increase when promotional content is creatively presented while maintaining Islamic values, highlighting the importance of marketing strategies aligned with religious norms (Safira & Hidayat, 2022; Rahman, 2020).

Islamic Marketing

Islamic marketing emphasizes Sharia compliance, content integrity, honesty, and the use of halal visuals and music. It focuses not only on sales but also on building brand trust among Muslim consumers. Credible influencers and educational content aligned with Islamic values improve digital marketing effectiveness, including purchase intention, engagement, and trust. Combining creative content with Sharia-compliant principles enhances user engagement and retention, allowing ethical promotion without compromising marketing effectiveness (Rahman, 2020; Kapoor et al., 2021).

Effectiveness of Religious Product Promotion

Effectiveness is measured by purchase intention, engagement, and consumer trust. Creative content, credible influencers, and Islamic values & ethics are key determinants. Marketing strategies combining these factors improve user engagement, purchase intention, and trust, ensuring campaigns are effective while respecting religious principles (Kapoor et al., 2021; Safira & Hidayat, 2022; Rahman, 2020).

Previous Studies

Previous research highlights critical aspects of Islamic digital marketing: TikTok strategies significantly affect consumer engagement (Chen et al., 2021); Islamic content increases purchase intention and trust (Safira & Hidayat, 2022); marketing must balance creativity and religious ethics (Rahman, 2020); social media increases interactivity and virality (Kaplan & Haenlein, 2010); personalization and segmentation are important (Kotler & Keller, 2016); credible influencers improve marketing effectiveness (Kapoor et al., 2021); short videos increase retention (Tseng & Fogg, 2019); compliance with Sharia norms is crucial (Al-Harran,

2018); visual/audio content affects engagement (Lim et al., 2020); ethical messages increase trust (Hamid et al., 2021); influencer marketing is effective (Ahmad & Zulkifli, 2020); algorithms increase exposure (Wang et al., 2021); social media builds trustworthy Islamic brands (Noor & Rahman, 2019); TikTok is effective for Islamic educational promotion (Iqbal & Sulaiman, 2022).

Conceptual Framework:

Independent Variables (X): Creative Content, Influencer, Islamic Values & Ethics

Dependent Variable (Y): Promotion Effectiveness (Purchase Intention, Engagement, Trust).

Method

This study uses a quantitative descriptive correlational design. The population comprises young Muslim TikTok users aged 17–30. A total of 150 respondents were selected using purposive sampling, including active TikTok users who interact with Islamic content and products (Sugiyono, 2017).

The instrument is an online questionnaire using a 5-point Likert scale, covering demographics, creative content, influencer credibility, Islamic values & ethics, and promotion effectiveness. Validity and reliability tests were conducted to ensure consistent measurement (Ghozali, 2018).

Data analysis includes (1) **descriptive statistics** to describe respondent characteristics, and (2) **Pearson Product Moment correlation** to examine relationships between independent and dependent variables, indicating strength, direction, and significance (Ghozali, 2018).

Results and Discussion

Results

Respondent Characteristics

Of 150 respondents, 55% were female and 45% male. Ages: 17–20 years 25%, 21–25 years 60%, 26–30 years 15%. Education: university students 70%, high school graduates 20%, young professionals 10%. TikTok usage: 1–3 hours/day 65%, 3–5 hours 25%, >5 hours 10%.

Descriptive Statistics
Table 1. Descriptive Statistics

Variable	N	Mean	Std.Dev	Min	Max
Creative Content	150	4,1	0,45	3	5
Influencer	150	4,00	0,48	3	5
Islamic Values & Ethics	150	4,20	0,43	3	5
Promotion Effectiveness	150	4,05	0,44	3	5

Pearson Product Moment Correlation
Tabel 2. Pearson Correlation

Variable	Promotion Effectiveness
Konten Kreatif	0,61**
Influencer	0,58**
Nilai islam & etika	0,63**

Note: $p < 0,01$ (Significant)

Conceptual Model Diagram

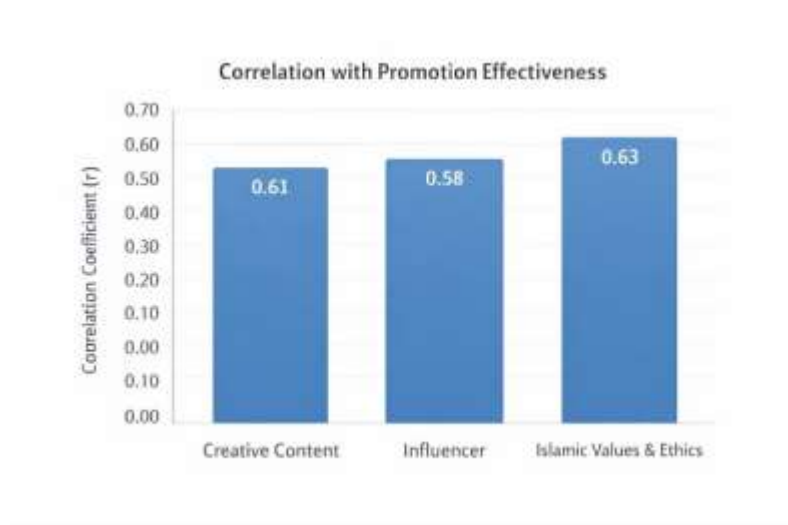


Diagram 1. Conceptual diagram

Discussion

Results indicate that creative content positively influences promotion effectiveness. Visually attractive, educational, and interactive content increases user engagement, encourages likes, comments, shares, and boosts purchase intention. Creative content also maintains the integrity of religious messaging, aligning with findings from Chen et al. (2021).

Influencers play a strategic role in building credibility and consumer trust. Influencers who are Sharia-compliant and credible enhance consumer confidence, drive purchase decisions, and reinforce brand loyalty, indicating that Islamic marketing effectiveness relies not only on content but also on the reputation of individuals delivering the message (Kapoor et al., 2021).

Islamic values & ethics are the most dominant factor. Young Muslim consumers respond positively to promotion aligned with Sharia principles. Compliance with religious values enhances trust, strengthens engagement, and significantly influences purchase intention. Effective TikTok marketing requires integrating creative content, credible influencers, and Islamic principles to develop ethical, engaging, and impactful campaigns (Safira & Hidayat, 2022; Rahman, 2020).

Combining these three variables increases engagement, purchase intention, and consumer trust simultaneously, while establishing a strong and trustworthy Islamic brand image among young audiences (Kotler & Keller, 2016). Regular evaluation of content ensures relevance to digital trends and audience preferences.

Conclusion

Variable Influence

Creative content, influencer credibility, and Islamic values & ethics positively and significantly affect the effectiveness of religious product promotion on TikTok, with Islamic values & ethics as the most dominant factor.

Practical Implications

TikTok marketing strategies should combine creative content, credible influencers, and adherence to Islamic principles to maximize engagement, purchase intention, and consumer trust.

Theoretical Contribution & Recommendations

This study strengthens the literature on Islamic digital marketing and suggests future research on other platforms, broader age segments, and additional factors such as storytelling or TikTok recommendation algorithms for deeper understanding of promotion effectiveness.

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