

Halal Fashion Business Marketing by Using Endorsement and Paid Promote Amid a Pandemic

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Abstract

Pandemic encourages the advancement of marketing strategy in halal business fashion. The purpose of this research is to see the suitability of the practice of paid support and promotion in the halal business mode with Islamic law. This research uses qualitative research to understand phenomena in a social context. Researchers interviewed three halal fashion business people, three endorsers, and ten product buyers based on endorsements to understand the impact of endorsement and paid promotion in product marketing. Data interview techniques are interviews and literature review. Based on this study's results, the endorsement strategy and paid promotion in the halal business marketing mode significantly affect product sales. This strategy is also under Islamic law. This suitability is because supporters greatly influence the interest of the people who are their followers on their social media accounts. Followers tend to have an affinity for the same items used by those they admire. In Islamic law, the endorsement is an Ijarah contract, namely a lease of use rights/services. Which contract will be valid if the legal requirements and the pillars of the Ijarah have been fulfilled.

Keywords: Halal Fashion, Endorsement, Paid to promote, Business, Ijarah.

Abstrak

Kondisi pandemic mendorong kemajuan strategi pemasaran bisnis fashion halal. Tujuan dari penelitian ini adalah untuk mengetahui bentuk praktik endorsement dan paid promote dan menganalisis kesesuaian praktik tersebut dalam pemasaran bisnis fashion halal dengan syariat Islam. Penelitian menggunakan pendekatan kualitatif untuk mengungkap fenomena konteks sosial dengan mewawancarai 16 orang yang terdiri dari pebisnis fashion halal, endorser dan pembeli produk berdasarkan endorse untuk mendapatkan gambaran dampak menggunakan endorse dan paid promote sebagai strategi pemasaran produk fashion halal. Analisis data penelitian ini memakai konten analisis dari hasil wawancara dan kajian literatur untuk menganalisis kesesuaian praktik dengan syariat Islam. Hasil penelitian ini menunjukkan bahwa praktik endorsement dan paid promote yang dilakukan melalui penentuan kriteria endorser, kajian Profil Endorser, pemeriksaan jumlah like dan komentar di akun Instagram endorser, menghubungi akun pribadi milik endorser, kesepakatan biaya promosi, penjelasan bentuk promosi yang diinginkan oleh pemilik bisnis, pengiriman barang ke endorser dan mengirim biaya promosi melalui rekening dimana pengiriman barang disertai penjelasan detail produk. Kemudian, Endorser melakukan promosi melalui akun Instagram miliknya disertai tag akun Instagram resmi Produk/Pebisnis dan barang menjadi hak milik endorser tanpa terikat lagi dengan pemilik bisnis. Praktik ini merupakan bentuk implementasi akad Ijarah atau Sewa jasa. Berdasarkan penelitian terhadap praktik endorsement oleh pebisnis Audina, Nadhir dan Syss.id menunjukkan tidak terdapat penyimpangan maka akad ijarah yang dilakukan sah dimata hukum dan agama. Ketiga endorser telah melaksanakan kegiatan endorse yang sesuai dengan etika endorse dan etika bermuamalah dalam Islam. Penelitian ini memberikan kontribusi gambaran praktik endorsement dan paid promote untuk digunakan dalam pemasaran bisnis fashion halal

Keywords: Fashion Halal, Endorsement, Paid to promote, Bisnis, Ijarah.

Introduction

Pandemic encourages people to use digital activity in all aspects of life, including business. The era of the internet of things pushes people to use their time more through digital life. People use much daily time to explore social media. The public is no longer interested in observing news development using magazines, newspapers, or tabloids. They have an interest in seeing everything through social media. The results of the survey proved that people use Social Media 5-6 hours/day during working hours. This condition proves that social media has a vital role in human life today.¹

Social media is an online medium that can support relationships using web-based technologies that change from one-way communication to interactive dialogue. Social media is one of the tools that one can connect with everything, and most importantly, social media is a fast communication tool. Nowadays, people use social media can be anywhere and anytime. To access information is not as difficult as it used to be because internet access is easy and spreads almost everywhere in Indonesia. Although it has many benefits, social media also has a negative impact.

The negative impact of social media use can make a person feel dissatisfied, making someone exploring social media forget the time because they are too focused on digging into information. Irresponsible individuals efficiently use another impact of social media to create information that is not based on facts or is called hoaxes. With this kind of situation, people should look for the positive impact of social media, one of which is to use social media to do business.

Economics is an organization that sells goods or services to consumers or other businesses for profit. Etymologically, business means a situation where people are busy doing work that generates profits. In the business world, there are many opportunities. One of them is the fashion industry or fashion.² It is stated that business fashion has a great opportunity because clothing is one of the primary needs of humans. Even clothing is no longer a primary need but has become a secondary and even tertiary need. The purpose of buying clothes is not for the fulfillment of basic needs but for social reasons. So in this modern and trendy era, business people are competing to create new and new styles in a dress.³⁴

The intensity of competition among actors or fashion business companies that compete with each other tends to increase if the number of businesspeople increases. Companies or micro-businesses in fashion began to create marketing strategies to retain customers and attract new customers. One of them is by doing Endorse and Paid to Promote on Social Media.

In the modern era of marketing, using Social Media is a must because by doing marketing, using Social Media can help entrepreneurs attract many consumers quickly by providing low prices and good reviews from customers. Social Media Marketing can provide a broader market reach and the existence of place and time limits so that it is very profitable for entrepreneurs in marketing products sold. Marketing using Online Media will increase consumer satisfaction in buying products sold by entrepreneurs because they

¹ Dhifa Nabila, *Peradaban Media Sosial Di Era Industri 4.0*, ed. Nurudin, vol. 9 (Malang: P.T Citra Intan Selaras, 2020).

² Apiaty Kamaluddin and Patta Rapanna, *Administrasi Bisnis* (SAH MEDIA, 2017).

³ Edi Sukardjono, "Analisis Strategi Bersaing Penjualan Produk Pakaian Pedagang-Pedagang Di Pasar Parung Panjang Bogor Terhadap Pedagang Di Pasar Lain," *Jurnal Ilmiah Ilmu Manajemen*, 2005, 73–90.

⁴ Kamaluddin and Rapanna, *Administrasi Bisnis*.

will get goods directly from production at affordable prices. Because ⁵⁶ the price provided will affect consumer satisfaction in ways and sound marketing strategies.

The company's golding will appropriately create a separate assessment on consumers so that consumer assessment of the services provided directly or indirectly will affect consumer satisfaction. ⁷ This fact shows that the importance of online media in doing marketing. One of the easiest ways to do by entrepreneurs is by marketing products through online media. This strategy increases public confidence entrepreneurs endorse Instagram celebrities and Artists who have many followers.

Endorsement is a service to advertise or promote a good or service through social media. It is usually done by Instagram celebrities (people who have many followers on Instagram) and artists who have a significant influence to influence their followers to buy or use the goods or services he has published. ⁸ Paid Promote is a way to promote Instagram accounts or products through the help of others (Influencers) who already have a large base of time or followers.⁹

Endorsements have become a principal livelihood for some people, if at first doing endorses only as a side job. Now endorse is one of the jobs that many people want. Because the more famous the Instagram celebrity or endorser, the more money promised to endorse.

However, it should be considered in its implementation must still pay attention to the terms and conditions contained in sharia. Regarding endorsing and paid promotion, Allah allows the original not to contain things that harm others and must advertise a good or service based on facts without exaggerating or reducing the product's information. The advertised goods should not be goods prohibited by religion. Advertising does not contain slander or news that leads people to speculate negatively.

According to research, in general, the implementation of endorsements and paid promotions in this country is still a lot that violates sharia rules. Implementing endorsements and paid promotions from both parties is more likely to attach importance to getting profits first and putting aside the facts.

Endorsements are widely carried out with processes that are not by Islamic rules. Both business people and endorsers use a quick way to profit by providing fake news related to the explanation of product quality in advertising. As Hayu Olshop did because of Islamic business ethics, there are still fewer real Instagram celebrities in promotions conducted through social media. The Instagram celebrity was dishonest in giving statements regarding the products it promoted and seemed to exaggerate.¹⁰

⁵ Deru R Indika and Cindy Jovita, "Media Sosial Instagram Sebagai Sarana Promosi Untuk Meningkatkan Minat Beli Konsumen," *Jurnal Bisnis Terapan* 1, no. 01 (2017): 25–32, <https://doi.org/10.24123/jbt.v1i01.296>.

⁶ Feri Agustina dan Cicik Harini Heru Sri wulan, "Model Pemasaran Kewirausahaan Melalui Digital Marketing Sebagai Pemoderasi Untuk Meningkatkan Kinerja Penjualan Umkm Kota Semarang," *Eduonomika* 05, no. 02 (2021): 1353–61.

⁷ Siska Widyawati and Puspitaningtyas Faeni danb Ratih, "Pengaruh Marketing Online, Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen Hotel Borobudur," *Reviu Akuntansi, Manajemen, Dan Bisnis* 1, no. 1 (2021): 15–19, <https://doi.org/10.35912/rambis.v1i1.402>.

⁸ Qwestribilia, Bivisyani. "Do you want more business products? Endorse one way!" Accessed from <http://www.jojonomic.com/blog/endorse> November 9, 2020 at 7:26 p.m.

⁹ Bivisyani Qwestribilia, "Mau Produk Bisnis Lebih Dikens!? Endorse Salah Satu Caranya!"," *Jojonomic*, 2020.

¹⁰ Ambaryati Hartati, "Ambaryati Hartati, 'Endorsement Sebagai Strategi Pemasaran Ditinjau Dari Etika Bisnis Islam (Studi Kasus Di Hayu Olshop Metro),' Skripsi, 2019.," 2019.

They are paid to promote, which is a paid advertising activity on social media. Instagram celebrities post photos or videos explicitly made to lead followers to buy or introduce client-owned businesses. With their popularity on Instagram, the way is very influential in increasing sales. In its implementation, most business people describe the product as not following the facts, hiding the defects of the products advertised, and reporting excessive product excellence.

This research aims to reveal how halal fashion businesses carry out endorsement and paid to promote practices. In addition, this study is also investigated how to fit the practice of Endorsement and Paid to Promote halal fashion business with Islamic Law. This research is expected to be a reference source for halal fashion business people and academics in encouraging halal industry growth in Indonesia.

Literature Review

Nugroho pointed out that endorsement agreements are included in the wage awarding agreement of Ijarah. The validity of endorsement agreements in Islamic law does not violate the basic principles of muamalah. The form of endorsement services has similarities with buying and selling Ijarah Al-'Amal because of the wages of endorsements in doing endorsements of their products.¹¹

Ambaryati discussed endorsements as a marketing strategy reviewed from Islamic Business Ethics and pointed out that Hayu Olshop's marketing strategy uses two types of endorsers. The type of testimonial is a figure from among ordinary people who are considered neutral to convey product excellence.¹²

Audityasari shows that endorsement is in the case of mu'amalah and adat. The law of the case is allowed if it does not contain prohibited elements in sharia that can change the law to be prohibited.¹³

Tiasto pointed out that the practice of *endorsements* in Islam is included in the ijarah agreement. *An endorsement* is a form of muamalah, and the law is allowed.¹⁴

Fahmi pointed out that advertising transactions through *endorse* and paid *promote* are allowed and legitimate, either in the name of renting an *Instagram celebrity* account or advertising services because these services include valuable benefits. The agreement includes Ijarah.¹⁵

Muflihah shows that halal is in terms of materials, production process, holy from unclean, in its distribution must be following the principles of good and justice.¹⁶

Fariad discussed the Implementation of the Halal Fashion Industry Development Model in Indonesia. Economic behavior, consumption and production of food, halal fashion, and meeting the demands of Islamic religious principles have also become a culture for Muslim communities in various parts of the world.¹⁷

Previous research has reviewed normative studies of accounts used in online marketing practices, particularly endorsement types. A little research still explains the detailed picture of the marketing process with a paid promotion and endorsement approach.

¹¹ Arief Nugroho, "Tinjauan Hukum Islam Terhadap Perjanjian Endorsement Dengan Transaksi Elektronik," 2018.

¹² Hartati, "Ambaryati Hartati, 'Endorsement Sebagai Strategi Pemasaran Ditinjau Dari Etika Bisnis Islam (Studi Kasus Di Hayu Olshop Metro),' Skripsi, 2019."

¹³ Novy Adityasari, "Endorse as a Marketing Media Trend in an Islamic Perspective" (2016).

¹⁴ Danang Enggar Triasto, "Endorsement Sebagai Alat Pemasaran Melalui Media Sosial Dalam Perspektif Hukum Ekonomi Syariah (Studi Kasus Pelaku Endorse Di IAIN Metro)," 2020.

¹⁵ Muhammad Nurul Fahmi, "Endorse Dan Paid Promote Instagram Dalam Perspektif Hukum Islam," 2018.

¹⁶ M. Dliyatul Muflihah. M.E, 'Halal Indicators in the Halal Industry Fashion', 01 (2019), 53–69.

¹⁷ Annisa Iلمي Fariad, "Implementasi Model Pengembangan Industri Halal Fashion Di Indonesia" 4, no. 2 (2019): 9–19.

This research provides a reasonably detailed overview of the marketing process in both ways. Besides, it examines the suitability of its application from the point of view of Sharia economic law.

Methods

The type of research used is quality. Qualitative research collects data on a natural background to interpret phenomena where the researcher is a crucial instrument—not using statistics but through analysis of collected data. This research emphasizes an understanding of problems in social life based on the conditions of reality.

In this research, the interview is conducted by interviewing or doing a question and answer to business people—fashion Who did endorsement and paid promotion. Yaitu Audina Indonesia, Nadhir, Syss.id. Profound Endorsement, Of course, it requires a role—endorser for the implementation of endorsed activities. Therefore, the researcher conducted interviews with three endorsers, Jessy, Nawal, and Ayu. Researchers also interviewed ten online store shoppers to find more transparent and accurate information.

To compare the researcher’s business with other businesses, the author interviewed ten people related to endorsers who made purchases, not from the researcher’s businesses. The criteria of 10 people who will be studied are:

- 1) People have bought products online more than once.
- 2) Buyers know about endorsement practices.

Table 3.2 Buyer Data of Two Types of Endorse

No.	Name	Age	Employment Status
1.	Anisa Nur Hasanah	26 years	Private Employees
2.	Is Sofi Anisa	22 years	University student
3.	Dewi Sekarmaji	21 years	University student
4.	Ummi Fadilah	24 years	Private Employees
5.	Hasna Nurul Azizah	23 years	University student
6.	Syifa Fabiana	22 years	Private Employees
7.	Dhea Star Christina	22 years	Private Employees
8.	Dewi Tri Indrayani	22 years	University student
9.	Erma Widiya	26 years	Private Employees
10.	Novia Dwi Jayanti	21 years	University student

Research Findings and Discussions

Endorse and Paid Promote Practices Conducted by Halal Fashion Business People

Along with the times, halal fashion trends have increased. Halal fashion development trends are part of the global influence that has advantages and disadvantages. In practice, halal fashion trends are still found by people who cover the aurat but are not

perfect. As of now, fashion that covers aurat is very much in demand, but the problem is that the clothes only cover the body but do not cover the body shape or can be referred to as tight clothing. While the advantages, when in ancient times there were only a few people who closed the aurat, with the trend many people began to close the aurat although not perfect but it can be improved along with the knowledge absorbed in the influence. Even many artists who start wearing hijab can affect their social media followers to do the same.

Many business people take advantage of existing opportunities to set up a halal fashion business with the Muslim fashion trend. Of course, in carrying out business, promotional activities are needed to attract consumers to buy products that have been produced by companies that have been established. The way the promotion is done must be by the times. If the promotion is done looks old-fashioned, then consumers have no interest in the product being promoted. So to keep up with the times, Endorsement and Paid Promote is the appropriate strategy to promote in this era.

Endorsement and Paid Promote is the practice of promoting a good or service carried out through social media. Endorsement and Paid Promote aims to lure consumers by introducing products through the intermediary of famous people. In the past, about 7-10 years ago, when social media was not as crowded as it is today, endorsements were only done by Public Figures. For example, sportswear brands such as Puma and Adidas endorses are done by accomplished athletes. Social media is now a part of everyday life. The majority of people worldwide use Instagram and Tiktok to get entertainment on the sidelines of busyness.

With the bustle of social media appears Influencers, Seleb Endorser, and Instagram celebrities. Even though not artists or public figures, people who influence social media start to endorse people who have high followers on social media. When the appeal of an Instagram celebrity or famous person, the confidence skills and image he makes can convince his followers, the celebrity has a strong influence on goods or services. Celebrity endorsement is understood as a marketing technique by which individuals enjoy public recognition, recognition of this on behalf of the item that the endorser advertises.¹⁸ Having many followers is the same as having many people who believe in him. Reviews conducted by endorsers on goods or services can make followers of his social media accounts interested in having the same goods as the people they like, namely the endorser.¹⁹

Endorse, and Paid Promote is currently one of the mandatory strategies in marketing any business. The emergence of many young Influencers greatly influenced the successful implementation of Endorsements. Instagram and TikTok are the most suitable places to endorse activities because both applications contain images and videos. Based on the data obtained, in the implementation of marketing halal fashion business people have their factors that affect the use of *Endorse* as a marketing strategy, among others:

¹⁸ Faheem Gul et al., "International Journal of Hospitality Management Celebrity Endorsement and Brand Passion among Air Travelers : Theory and Evidence," no. December 2018 (2019).

¹⁹ Johannes Knoll and Jörg Matthes, "The Effectiveness of Celebrity Endorsements : A Meta-Analysis," *Journal of the Academy of Marketing Science*, 2017, 55–75, <https://doi.org/10.1007/s11747-016-0503-8>.

Table 1 Factors for The Use of *Endorsements* by Business People

No	Reasons for Using <i>Endorse</i>	Information	Data Source
1.	Keeping up with the times.	The popularity of social media causes the need for business promotion through social media, especially Instagram, which uses images as a medium of information.	Audina Indonesia.
2.	<i>target market</i> .	Because the <i>target market</i> is an adult aged 25-35 years, a society actively looking for information, their liveliness does not rule out the possibility of seeing promotions made by <i>endorsers</i> on information media that are popular today.	Audina Indonesia.
3.	Increase the number of followers.	<i>Endorsements</i> are done by someone who is quite influential in social media. For example, <i>celebrities</i> with more than thousands of <i>followers</i> on social media tend to want items similar to those used by idols or admired people. Then, they will find out about the goods used, ranging from brands and social media accounts owned by the goods/products. After that, <i>followers</i> will follow the account of the product they think is interesting.	Nadhir, Syss.id

In its implementation, these three businesses have criteria in choosing an endorser. The selection of endorsers is made by matching the endorser's image with the product to be endorsed. Of course, the selection of endorsers must be adjusted to the budget owned by business people. This mechanism is included in the procedures for the implementation of endorsement. Several procedures must be done by business people in implementing endorsements as described figure 1

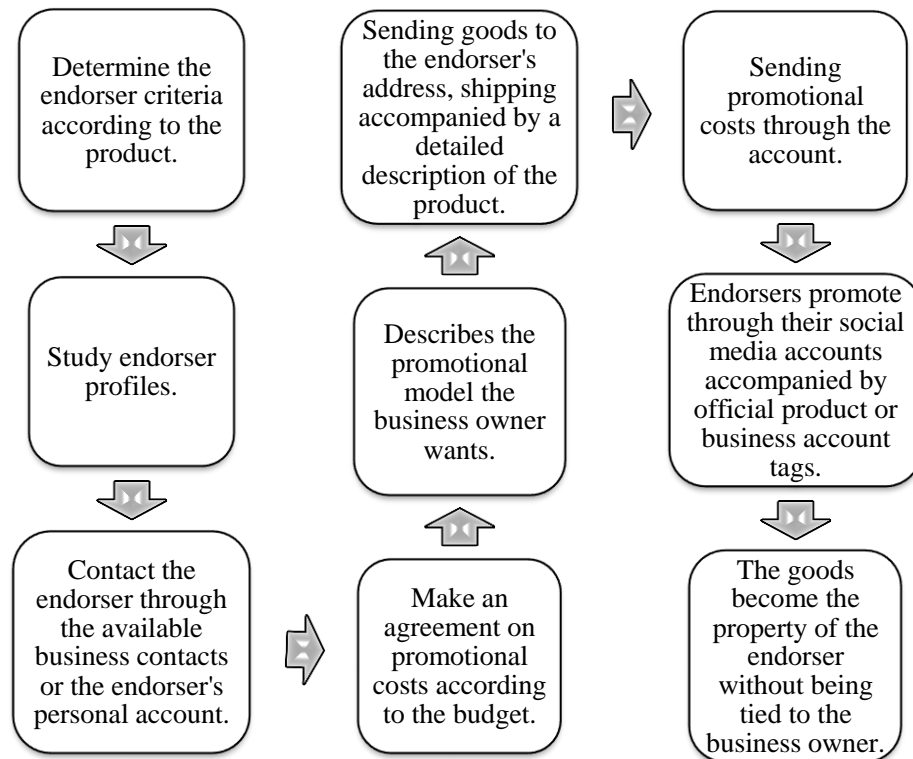


Figure 1 Procedures of Endorsement Implementaion

Like endorse, paid promotion is done in the same way that distinguishes the object promoted in the form of phot and brochures sent by business owners. For information submitted by the endorser to the details and advantages of the product, some are explained by the actual circumstances. There are also those described by the material provided by the business owner.

The three businesses interviewed by the researchers used the same way that explained product details to the endorser after submitting the overall explanation that the endorser would say to the endorser himself, without engineering and tended to be overstated because the priority in their business was consumer satisfaction. By using endorse strategies as business marketing, they are proven to increase profits even though the profits of each business vary but can exceptionally provide benefits for the company.



Figure 1. Examples of Endorse

Endorsement practices certainly have other parties besides business owners who want promotions for their products. Other parties are endorsers. Concerning this study, researchers interviewed several endorsers to get more in-depth things about endorsements. The first endorser is 22-year-old Jessi Fardini Shahaan, who is a Student of Education Indonesian UNY. Jessi has been in the field of endorsement for two years. The beginning of pursuing an endorsement is not his wish, but some offer it to advertise. Because Jessi feels that the followers that have not been too much cause Jessi not to include endorse service captions on her Instagram account. Nevertheless, even though so many offered his endorsement.

In accepting endorsements, Jessi still sorts out the noodles, only accepting those that suit her comfort. For example, Jessi was offered to endorse food, and Jessi felt not confident and not too interested in it, so she did not accept it. Jessi only receives endorsements that she thinks are by what she wants. Moreover, in describing the state of goods, Jessi explained the original circumstances because as long as she pursued this field, no business owner asked her to exaggerate the explanation of her product. For the price pegged in one endorsement, it is different. If he only asked to post on Instagram Stories, then he sets a price of RP. 50,000, - per item. Meanwhile, if to post on the Instagram feed, he set a price of Rp. 150,000, - to Rp. 200,000, - per item. Moreover, to post on IG TV, he set a price of Rp. 200,000,-/ minute.



Figure 2. Examples of Endorse

The second endorser is Nawal Nur Afifah, aged 21 years, receiving endorsement for five months. In its implementation, there are special criteria for receiving endorsements and receiving those that are liked, such as clothes and soft lenses. He does not accept products that are not liked because in running this business, he prioritizes honest reviews. He explained the original circumstances in promoting the product because he did not want his Target Market to label the business owners lie. Nevertheless, sometimes in also promoted according to the material provided by the business owner, sometimes the material he adds or he reduces as needed. The products he endorses are used not only for promotion but also for daily activities, still promoted even though not asked by business owners to help business owners get maximum feedback. While the price is pegged because followers have not too much newsletter set the price of Rp. 25,000, - / item. The business owner only has to send his goods and transfer money according to the agreement to promote Nawal's Instagram account.



Figure 3. Examples of Endorse

The third endorser is Ayu Yulia UIN Student Sunan Kalijaga, who has been pursuing Endorse since 2018. In its implementation, of course, it has its criteria in choosing products to endorse because Ayu hijab then only receives polite clothing endorsements. The client provides information about the product in promoting size, materials, price, and promo. Then it is conveyed to followers according to the truth without exaggeration. For personal costs for Online Shop promotion Rp. 30,000,- for Endorse and Rp. 10,000- Paid to promote. As for Brand Promotion starting from Rp. 200,000,-.

Among the endorsers whom the researchers had interviewed, there were no dishonest endorsers. They prioritize the profits of business owners over the profits of endorsers. That is by as much as possible repeatedly promoting even though the agreement only asked to promote once. In explaining the details of the product, all three have understood that honesty is essential in doing business, so do not promote in the wrong way that is lying to attract the interest of consumers. Items promoted are used during promotions and used for daily activities because they promote safe and comfortable goods.

Researchers interviewed ten people who often do online shopping to find out the marketing results with endorse strategies. The selection is made based on logical reasons, namely by shopping online without seeing the authenticity of the material and the form of goods to be purchased. Something that can convince them before shopping is to look at reviews from trusted people or endorsers.

No.	Intensity of Shopping	Result	Data Source
1.	Often	In accordance as promoted by the endorser.	N, A, D, H, S
2.	Infrequently	Not by the promoted.	U, I, D, E, D

Table 2 Buyer Data in Online Shop by Endorse.

Based on the interviews conducted on online buyers outside of the business studied, there are still products that are not suitable to the detriment of comments that buy products from the store. It causes consumers to feel deterrent and do not want to trust endorsers. Moreover, some endorsers are careless in choosing products promoted without honesty and are only concerned with their results. Although the *ijarah* between businessman and endorser is legitimate, there is no element of lies in the agreement done by both parties. However, the business has harmed the buyer, which causes inappropriate business with the ethics of peace.

Conformity of Endorsement and Paid Promote Practices Conducted by Business People and Endorsers with Islamic Law

Endorsement and Paid Promote is an activity to promote a product displayed on social media, packaged as attractively as possible, that influences consumers to buy products. Endorsements have become a promotional trend carried out by most business people because it is considered to cause a significant difference in profits. The famous promotion using this method encourages halal fashion business people to follow existing trends. However, the promotion, of course, highlights the attractive side of the model and endorsements. In its activities to promote Muslim fashion, of course, take advantage of the exciting things from endorsers who become promotional models. Whether from his beautiful appearance, his smile, or the ideal proportions of his body.

Nevertheless, in Islam, women are forbidden to do anything that can attract the attention of the opposite sex *tabarruj*. There are three meanings in *tabarruj*: the first is to show the beauty of his body and face in front of other men who are not her *mahram*, the second shows the beauty of his clothes, and the third shows himself by walking. *Tabarruj* concludes that any form of female behavior expresses her beauty in front of other men who are not mahrams. Thus, business owners have solutions in dealing with these problems, among others:²⁰

1. Audina Indonesia halal fashion business

Audina Indonesia strives as much as possible in the implementation of endorsements. Islam prohibits nothings. If a female model or endorser is judged to be *tabarruj* because of using excessive makeup or her face that invites the interest of adam, then in their promotion using makeshift makeup or can be called Natural Look. Use makeup with the aim that the face is not too pale and fresher. The business that Audina does as much as possible includes things related to Islam, such as conducting studies for all employees, inviting memorization of short letters on Audina's official Instagram account, and inviting Followers to take Islamic quizzes. So that in all activities carried out have been proven to put forward Islamic rules, including promoting products.

2. Nadhir Fashion Business

In *tabarruj* issues, Nadhir strives to promote products that do not highlight the sides that attract interest from the opposite sex. The way used is almost the same as the way used by Audina is to use thin and stylish makeup without citing negative assumptions for Nadhir's social media followers.

²⁰ Afiqah Haji Awang, "Tabbaruj And Its Effect On The Spread of Adultery And Rape," 2019.

3. Hijab Syss.id Business

In the implementation of Endorsement, Syss.id has not tried to avoid the tabarruj culture currently happening without being realized by the community. Nevertheless, in implementing the promotion, Syss.id does not use excessive Syss.id does something simple that indirectly also has avoided the nature of tabarruj even though it is not perfect.

Judging from the agreement conducted, Endorse and Paid Promote are Akad Ijarah, a promotional service rental Agreement with money and goods promoted by the endorser. In implementing Ijarah, some conditions and pillars must be implemented so that the agreement becomes valid and by the rules taught by the Islamic religion. The ijarah carried out by the three businesses is in accordance with the teachings of Islam.

The causative factor according to the agreement carried out by business people with the Teachings of Islam is. First, the contract is made honestly without being accompanied by lies. Both parties, namely business people and endorsers alike, benefit from the agreement. Third, the goods promoted are halal goods both in their manufacture and the materials used to process them. Fourth, the approval is given to the endorser by the mutual agreement so that no party is harmed.

Discussion of Endorse Practices and Conformity of Practice with Islamic Law in Halal Fashion Business

Endorse practices carried out by fashion business owners are done as should endorse, endorse is done following the correct steps in endorse activities. This practice is evident in the interview conducted by the author that the endorsement conducted by Adina Indonesia, Nadhir, Syss.id has the same way under the way endorse in general. They are namely determining the criteria of endorser following the product, choosing an endorser, making a deal, explaining the details and superiority of the product according to the original circumstances without being accompanied by exaggerated sentences because the priority of the endorse done is consumer satisfaction.

Based on interviews that the author has conducted, the results of the enactment of endorsements have not been noticeable, but even so, endorse is quite adequate, although not in a short time. It takes confidence in the endorser to be able to feel maximum results. According to researchers, in this case, they need accuracy in choosing endorsers because the selection of endorsers can also affect consumer attractiveness. Similarly, the study conducted by Wan Laura, Intan, and Riky found that endorse is quite adequate, with effectiveness of 3.78 based on epic rate. The research results show that endorsements are seen from empathy, persuasion, impact, and communication, supporting business marketing.²¹

Endorse practices are increasingly in demand, along with the widespread trend of online shopping. More and more people who rely on the opinions and reviews of other previous buyers are buying the same products that prospective buyers want.²² This practice causes the appearance of endorsers are new workers whose activities are providing reviews of a product. 49.52 percent of internet users or netizens from 19 to 34 years are interested in becoming an endorser. With the development of mass media, celebrities,²³ celebrities, Instagram celebrities, YouTubers are gaining support to become an increasingly important medium to communicate for promotion in all fields. People

²¹ Wan Laura Hardilawati, Intan Diane Binangkit, and Riky Perdana, "Endorsement : Media Pemasaran Masa Kini," 2019.

²² Omar Abdel Wahab et al., "An Endorsement-Based Trust Bootstrapping Approach for Newcorner Cloud Services," 2020.

²³ Hardilawati, Binangkit, and Perdana, "Endorsement : Media Pemasaran Masa Kini."

who have a high social reputation and have public recognition are the right people to choose from in promoting a product.²⁴

Based on endorsers whom the author has interviewed, the three endorsers have carried out endorse activities following endorse ethics and ethics in Islam. This confirmation is evident from the primary purpose of endorsers in doing endorses and benefiting from the work. They have another goal so that companies, business people, or shop owners can feel the results. Namely, profits that are on target and buyers also benefit in the form of goods that have been purchased under their wishes without feeling sorry when buying products.

Unlike the previous research conducted by Danang Enggar Triasto (2020), which found endorsers or Instagram celebrities studied, some are still not following endorsers' rules because there is an element of fraud. Based on discussions conducted by researchers, to overcome the problem of dishonesty between business people and²⁵endorsers, laws that specifically regulate endorsements need to be enacted.

Based on the researchers' discussions, openness and honesty in endorsements significantly affect the profit obtained. Because most online stores already have an official social media account, customers are disappointed or feel deceived by the promotion made by the endorser. The buyers will express their disappointment through the comments field on the official account of a brand or company that owns the product. This condition will affect the purchasing power of the product. If there is more than one negative comment on the product, then the buyer becomes reluctant to buy the promoted product.

Interviews were conducted by researchers from 10 product buyers from other businesses. They make purchases because they observe the product through endorsements. There are some buyers whose results are not per the endorser promoted. This phenomenon proves that some shop owners or fashion business owners are not honest in selling their products both in terms of promotion and from the quality of the products owned.

The practice of endorsement and paid to promote carried out by halal fashion business people who have been interviewed following Islamic Sharia, where the implementation has been following the Hadith on dress codes, namely:

*“O Asma, surely the woman who has experienced menstruation should not be seen from her except ‘this’ and ‘this’ the Prophet said while pointing at the face and palm” (Abu Dawud).*²⁶

From the Hadith above that is in this intent, it is the hand's face and palm. A woman cannot show her body except for these two things.

“Eat, drink, dress, and give alms without exaggeration and pride” (H.R. Amru bin Shu'aib)²⁷

Based on the Hadith, man is commanded to be simple in doing something without exaggeration. Because the excessive can be interpreted with pride.

²⁴ Hui Zhang, Honggang Xu, and Dogan GURSOY, “The Effect of Celebrity Endorsement on Destination Brand Love: A Comparison of Previous Visitors and Potential Tourists,” *Marketing & Management*, 2020.

²⁵ Triasto, “Endorsement Sebagai Alat Pemasaran Melalui Media Sosial Dalam Perspektif Hukum Ekonomi Syariah (Studi Kasus Pelaku Endorse Di IAIN Metro).”

²⁶ Syaikh Abdul Wahab Abdussalam Thawilah, *Adap Pakaian Dan Berhias (Fikih Berhias)*, ed. Achmad Zircis, 1st ed. (Pustaka Al-Kautsar, 2014).

²⁷ Thawilah.

The Hadith narrated from Mujahid that the hijab is used to show that they are free women. It is done so that the wicked do not interfere with speech or anxiety. As done by the three businesspeople interviewed by the author, product promotion is implemented as simply as possible following the Hadith. Clothing used following sharia is using a hijab and only displays the face and palms.²⁸

An endorsement in Islam is an *ijarah* agreement in practice. The three halal fashion businesses have been following the legal terms of the *ijarah* contract. Audina, Nadhir, and Syss.id use endorsers who close the aurat in their daily lives. The promotion does not show the awrah that a woman should cover. Explaining the details of the product is under the original circumstances without exaggerating.

Conclusion

The endorsement and paid promotion practices carried out by halal fashion businesses have several steps. These steps are determining the criteria of endorsers that are appropriate for the product, studying profiles about endorsers, checking the number of likes and comments on the endorser's Instagram account, contacting Endorser through available business contacts or personal accounts endorsers. After that, the business owner makes a promotional fee deal according to budget, explains what kind of promotion the business owner wants, sends goods to the endorser's address, and sends promotional fees through the account. An explanation of product details accompanied the delivery of goods. Endorser performs promotions through his Instagram account accompanied by the official Instagram account tag of the Product / Business. The last item becomes the property of the endorser without being tied again to the business owner.

Endorse and Paid promotion is a rental agreement or *ijarah*. The business owner hires the services of an endorser to promote his product, and then the endorser gets money and products that the endorser has reviewed. Akad *ijarah* will be valid if the conditions have been met, although many endorsers and business owners are arbitrary or careless in doing endorsements.

Based on business practitioner research conducted by researchers, audina business people, Nadhir and Syss.id in performing *ijarah* there are no irregularities then the *ijarah* agreement is done legally and religiously. The three endorsers have carried out endorse activities following endorse ethics and ethics in Islam. The primary purpose of endorsers is doing endorses in addition to benefiting from the work. They have another goal so that the company, businessman, or store owner can feel the results, namely profits that are on target, and buyers also benefit in the form of goods that have been purchased following their wishes without any feeling of regret when buying products. This research suggests that the halal fashion business owners consider celebrity endorsement and paid promotion as their marketing strategies to boost the halal industry.

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²⁸ Thawilah.

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