

Endorsement Strategy in Digital Halal: Review of the Ijarah Agreement and Islamic Law

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Abstract

The advancement of digital technology has driven a transformation in business marketing strategies, notably through endorsement practices by Instagram celebrities and influencers. Within the halal industry context, endorsement practices involve not only promotional effectiveness but also adherence to the *ijarah* (service lease) contract and Sharia principles. This study aims to analyse the implementation of the *ijarah* contract in digital business endorsements within the halal industry ecosystem from an Islamic legal perspective. A qualitative descriptive method was employed, utilising a library research approach that examined scholarly literature, journals, *fatwas* (religious rulings), and *fiqh muamalah* (Islamic commercial law) references concerning *ijarah* contracts and digital endorsement practices. The findings indicate that the *ijarah* contract is applicable to endorsement practices as it fulfils the elements of a service lease arrangement between business entities and influencers, specifically regarding the provision of digital promotional services. Implementation of the contract must satisfy the essential pillars and conditions of *ijarah*, such as the presence of contracting parties, clearly defined benefits, agreed-upon remuneration (*ujrah*), and a halal object free from *gharar* (uncertainty or ambiguity). In the digital halal industry, Instagram endorsements have proven effective in enhancing brand image and market reach; however, they require transparency, honesty, and compliance with Sharia principles to avoid manipulative practices or the promotion of non-halal products. This study affirms that the *ijarah* contract serves as a relevant legal framework for the development of halal-industry-based digital endorsement businesses.

Keywords

ijarah contract - endorsement - halal industry - digital business - Islamic law.

Introduction

In the ever-evolving business world, marketing strategy is a crucial aspect that companies must consider. One strategy that has become increasingly popular in recent years is endorsement, or the use of celebrities or influencers in their marketing efforts. Endorsements have proven effective in achieving marketing goals, enhancing brand image, and expanding market reach¹. However, when establishing endorsement partnerships, there are legal considerations to be taken into account. One partnership form frequently used in endorsements is the *ijarah* contract. *Muamalah* as a system of human life significantly influences community activities, particularly in the economic, business, and social sectors. There are many types of businesses in everyday life, one of which is leasing or *ijarah*. An *ijarah* contract is an agreement between a company and a celebrity or influencer. In an *ijarah* contract, the company hires a celebrity or influencer as a brand ambassador or public figure for its marketing campaigns.²

Definition: Under Indonesian positive law, *ijarah* is also regulated through Article 1 Paragraph (10) of Bank Indonesia Regulation Number 7/46/PBI/2005. This article explains that *Ijarah* is a form of rental transaction involving goods and/or wages related to service businesses over a certain period, carried out through rental payments or service imbalances.³ Essentially, an endorsement *ijarah* contract regulates the rights and obligations of both parties. Companies using endorsements seek to leverage the popularity and influence of celebrities or influencers to promote their products or services. On the other hand, celebrities or other well-known figures serving as brand ambassadors are responsible for maintaining a positive image for the companies they represent.⁴

¹ Muhammad Muflih and Juliana Juliana, "Halal-Labeled Food Shopping Behavior: The Role of Spirituality, Image, Trust, and Satisfaction," *Journal of Islamic Marketing* 12, no. 8 (2020): 1603–18, <https://doi.org/10.1108/jima-10-2019-0200>.

² Simona Franzoni and Asma Ait Allali, "Principles of Islamic Finance and Principles of Corporate Social Responsibility: What Convergence?," *Sustainability* 10, no. 3 (February 28, 2018): 637, <https://doi.org/10.3390/su10030637>.

³ Tariqullah Khan Tariqullah Khan, "Reforming Islamic Finance for Achieving Sustainable Development Goals," *Journal of King Abdulaziz University Islamic Economics* 32, no. 1 (January 1, 2019): 3–21, <https://doi.org/10.4197/Islec.32-1.1>.

⁴ Agus Purwanto et al., "The Role of Brand Image, Food Safety, Awareness,

An ijarah contract typically includes provisions regarding the duration of the collaboration, the honorarium or payment to be received by the celebrity or influencer, and the rights and obligations of each party.⁵ Furthermore, there are provisions governing the use of a celebrity's or influencer's name, image, or likeness in marketing materials, including advertisements, social media, and other promotional campaigns.⁶ The ijarah contract in endorsements also regulates other legal aspects, such as intellectual property rights, confidentiality, and sanctions or consequences for violations of the agreed terms. This is crucial to protect the interests of both parties and maintain the good reputation of both the company and the celebrities and influencers involved in the endorsement. Therefore, an ijarah contract in endorsements is a crucial agreement for implementing marketing strategies using celebrities and influencers.

Technological Advances: The rapidly growing popularity of technology has led various parties to utilise it as an alternative in the commercial sector. Technological developments have significantly changed the business landscape. The development of endorsements in the digital era has become one of the most effective and popular marketing tools⁷.

In the past, endorsement practices relied more heavily on traditional media such as television, radio, and print. Advertisements featuring celebrities or well-known figures were used to increase brand awareness and influence consumer behaviour⁸. However, with the advent of the internet and advances in digital technology, the way we access information and interact with brands has fundamentally changed. The development of digital technology, particularly social

Certification on Halal Food Purchase Intention: An Empirical Study on Indonesian Consumers,” *Journal of Industrial Engineering & Management Research* 2, no. 3 (n.d.), <https://doi.org/10.7777/jiemar.v2i3>.

⁵ Fathurrohman Husen, “Leasing Dalam Perspektif Fatwa Dewan Pengawas Syariah Majelis Ulama Indonesia,” *Lisyabab: Jurnal Studi Islam Dan Sosial* 1, no. 1 (2020): 1–10, <https://doi.org/10.58326/jurnallisyabab.v1i1.9>.

⁶ Edy Mulyanto, “Perjanjian Leasing Dan Ijarah Suatu Kajian Komparatif Kitab Undang-Undang Hukum Perdata Dan Hukum Islam,” *Jurnal Surya Kencana Satu: Dinamika Masalah Hukum Dan Keadilan* 9, no. 2 (2019): 31, <https://doi.org/10.32493/jdmhkdmdhk.v9i2.2284>.

⁷ Franzoni and Ait Allali, “Principles of Islamic Finance and Principles of Corporate Social Responsibility: What Convergence?”

⁸ Fatih Koc et al., “The Effects of Trust and Religiosity on Halal Products Purchase Intention: Indirect Effect of Attitude,” *EuroMed Journal of Business*, 2024, <https://doi.org/10.1108/EMJB-01-2024-0004>.

media and video-sharing platforms, has enabled ordinary people to become influencers and build their own influence. At the same time, already well-known celebrities are also utilising social media and digital platforms to expand their reach.⁹

The development of endorsements in the digital era has several advantages over traditional methods. First, through social media, influencers can interact directly with their followers, fostering closer, more personal relationships. This helps build trust between influencer and audience, which can then influence purchasing decisions. Second, endorsements in the digital era enable better tracking and analysis of data. Digital platforms provide metrics and statistics that enable brands to better understand how Endorsements impact their performance. Data such as engagement rates, view counts, and conversion rates can help brands measure campaign effectiveness and take appropriate action.¹⁰

Furthermore, endorsements in the digital age also allow brands to reach more specific and relevant audiences. Thanks to the improved targeting and segmentation capabilities provided by digital platforms, brands can identify

Methods

This study employs a qualitative descriptive approach. The descriptive method refers to an approach used to describe and analyse research findings without the intention of drawing generalised conclusions. Specifically, this study utilises library research, which involves gathering information or scholarly literature relevant to the research subject from documentary sources.

The research method is a crucial element of this study. A qualitative research method is employed. The qualitative approach here involves observation and understanding based on

⁹ Nathan Eleazar Rafferty and Ahmad Nurul Fajar, "Integrated QR Payment System (QRIS): Cashless Payment Solution in Developing Country from Merchant Perspective," *Asia Pacific Journal of Information Systems* 32, no. 3 (2022): 630–55, <https://doi.org/10.14329/APJIS.2022.32.3.630>.

¹⁰ Mohd Nizam Barom, "Understanding Socially Responsible Investing and Its Implications for Islamic Investment Industry," *Journal of Emerging Economies and Islamic Research* 7, no. 1 (January 31, 2019), <https://doi.org/10.24191/jeeir.v7i1.6015>.

methods that examine social phenomena and human issues. The study is descriptive-analytical in nature, meaning that facts are presented and analysed systematically to facilitate understanding and the drawing of clear conclusions.

This study utilises two types of data sources: primary and secondary. These sources are defined as follows: 1) Primary data refers to data obtained directly from the research subjects. To acquire the necessary information, data collection involves using measurement tools or directly gathering data from the subjects themselves. 2) Secondary data refers to data obtained by the researcher through third parties rather than directly from the research subjects; such data consists of findings from previous research or other existing sources.

The Concept of the Ijarah Contract

The *Ijarah* contract is a term in Islamic law referring to a lease or rental agreement. Literally, "*ijarah*" means rent or wages. An *Ijarah* contract is an agreement between two parties: the lessee (*musta'jir*) and the owner of the goods or services (*mu'jir*). Fundamentally, this contract involves the provision of an asset or service in exchange for a rental payment or wage.¹¹ In the context of Islamic finance, the *Ijarah* contract is frequently used to facilitate the financing or utilisation of specific assets.¹² For instance, an Islamic bank might use an *Ijarah* contract to lease a vehicle or property to a customer. In this scenario, the customer is the lessee, while the bank is the asset owner. The customer pays a rental fee (*ijarah*) to the bank for the use of the asset.

Several key principles must be observed in an *Ijarah* contract. First, the leased asset must be *halal* (permissible) and clearly identifiable. Second, the rental fee (*ijarah*) must be clearly defined and mutually agreed upon by both parties beforehand. Third, the lease term must be clearly specified in terms of both duration and

¹¹ Munawar Munawar, "The Legality of Smart Contract in the Perspectives of Indonesian Law and Islamic Law," *Al-Istinbath: Jurnal Hukum Islam* 7, no. 1 May (2022): 265–86.

¹² Husen, "Leasing Dalam Perspektif Fatwa Dewan Pengawas Syariah Majelis Ulama Indonesia."

location. Fourth, the condition of the leased asset must be clearly stated, including responsibilities for repairs or maintenance. Under the *Ijarah* contract, the lessee is obligated to use the asset in accordance with the agreed terms. Furthermore, the lessee is responsible for the care and maintenance of the asset during the lease period. The asset owner (lessor) bears responsibility for ownership and the condition of the leased asset¹³.

The *Ijarah* contract concept represents a form of agreement within the Sharia financial system used for leasing transactions or asset utilisation. The *Ijarah* contract is also known as a lease agreement or a contract for the transfer of the right to use an asset. Two parties are involved in an *Ijarah* contract: the lessee (*musta'jir*) and the asset owner (*mu'jir*).¹⁴ The following are some basic principles of the *ijarah* contract: Leased asset: An *ijarah* contract can be used to lease various assets, such as property, vehicles, and equipment. The leased asset must be clearly identifiable and capable of being used or utilised by the lessee, and Rental payments must be clearly defined.¹⁵

Conditions and Essential Elements of the Ijarah Contract

According to the Hanafiah school of thought, there are two pillars of a rental agreement (*ijarah*): consent and *qabul*. This refers to the services provided by the renting party and the lessee. However, this view differs from that of the majority of the ulama, who consider there to be four pillars and conditions in *ijarah*. These four elements include¹⁶: *Aqid* (party to the contract), *sighat*

¹³ Dhiaeddine Rejeb, "Smart Contract's Contributions to Mudaraba," *Tazkia Islamic Finance and Business Review* 15, no. 1 (2022), <https://doi.org/10.30993/tifbr.v15i1.236>.

¹⁴ Mulyanto, "Perjanjian Leasing Dan Ijarah Suatu Kajian Komparatif Kitab Undang-Undang Hukum Perdata Dan Hukum Islam."

¹⁵ Purwanto Purwanto et al., "The Role of Islamic Social Finance Through Ziswaf and BMT During The Covid-19 Pandemic," *MALIA: Journal of Islamic Banking and Finance* 5, no. 2 (October 22, 2021): 81, <https://doi.org/10.21043/malia.v5i2.11911>.

¹⁶ Habib Masyhudi, "Akad-Akad Dalam Kartu Kredit Syariah Perspektif Hukum Islam," *Miyah* 14 (2018): 105–12.

(statement of agreement), wages and benefits. A more detailed explanation regarding this is as follows:

Aqid (a person who has a vow). In the *ijarah* contract process, there are two roles played. Firstly, the *mu'jir* acts as a wage earner or tenant. Then there are *mustajirs* who receive wages for carrying out a task or for renting something¹⁷. For the contract to be valid, both parties must be capable of thinking and differentiating. If one of the parties is mentally ill or is too young to understand the concept of good and bad, then the contract is not considered valid¹⁸

Contractual Wording (Sighat). *Sighat* refers to the verbal expressions used by the parties to an agreement to convey *ijab* (offer) and *qabul* (acceptance); it constitutes the initial step in articulating their intent to enter into an *ijarah* (lease) agreement. The requirements for these expressions are similar to those for *ijab* and *qabul* in sales transactions. However, in an **ijarah** transaction, the offer and acceptance must specify the duration or timeframe to ensure clarity.

Ujrah (Wages/Remuneration). *Ujrah* refers to the payment made to the **musta'jir** (lessee/service provider) as compensation for services rendered or benefits received by the **mu'jir** (lessor/service recipient). The following conditions must be met: the amount must be known; judges or designated officials are prohibited from accepting money for performing their duties; and the handover of the leased asset must coincide with the payment of the rental fee.

Usufruct (Benefit). To clearly identify the *ma'qud 'alayh* (the asset subject to the lease), one must specify the benefit derived from it, the duration of the lease, or the nature of the work or service to be performed (in cases where the lease concerns such

¹⁷ Husen, "Leasing Dalam Perspektif Fatwa Dewan Pengawas Syariah Majelis Ulama Indonesia"; Muhammad Syafi'i and Dhofir Catur Bashori, "Manajemen Pengembangan Sukuk Wakaf Berdasarkan Akad Syar'i Sebagai Instrumen Keuangan Islam Di Bank Syariah Mandiri Cabang Jember," *At-Tasharruf Jurnal Kajian Ekonomi Dan Bisnis Syariah*, 2021, <https://doi.org/10.32528/at.v2i2.5609>.

¹⁸ Syafi'i and Bashori, "Manajemen Pengembangan Sukuk Wakaf Berdasarkan Akad Syar'i Sebagai Instrumen Keuangan Islam Di Bank Syariah Mandiri Cabang Jember."

work or services). Any asset may serve as the object of a lease, provided the following conditions are met: (1) The benefit of the leased object is clearly understood. (2) The object of the *ijarah* (lease) is capable of being received and utilised immediately, without any defects that would hinder its functionality. (3) The *ijarah* arrangement and the benefits derived from it do not violate Sharia law. (4) The leased asset provides a direct benefit to the lessee.

Conditions for Ijarah

Firstly, the parties entering into the agreement must have reached the age of majority and possess mental competence (according to the Shafi'i and Hanbali schools of thought). *Secondly*, both parties to the Ijarah (lease/hire) agreement must express their willingness to enter into it; if one is compelled, the agreement is rendered invalid. *Thirdly*, the object of the Ijarah must possess a clearly defined utility; this must be explicitly known to prevent future disputes or situations where the object cannot be utilised as intended. Consequently, if the utility is not clearly defined, the *Ijarah* contract is considered invalid. *Fourthly*, the object of the Ijarah must be capable of being delivered and utilised immediately, free from any defects that would hinder such use. *Fifth*, the object of the *Ijarah* must be something permissible under Sharia law.

Implementation of the Ijarah Contract in Endorsements

The *Ijarah* contract is a form of lease agreement used in Islamic finance. In the context of an endorsement arrangement, the *Ijarah* contract is implemented in accordance with the principles and terms set out in the agreement. The steps for implementing the contract are as follows:

Parties involved. Identify the parties involved in the endorsement transaction. For example, there is a product or service owner who wishes to have their product endorsed, and an endorser who is willing to market or promote it. *Initial agreement.* The product or

service owner and the endorser must reach an initial agreement regarding the terms and conditions of the endorsement. This may include the duration of the endorsement, the amount of compensation the endorser will receive, and the type of promotion to be conducted. *Leasing of endorsement rights.* The product or service owner leases the right to use the endorser's name, likeness, or image for promotional purposes. This lease may cover a specific period as stipulated in the agreed-upon contract. *Lease payment.* The endorser receives payment—or lease payment—for the use of their rights in the endorsement. This payment may be made in cash or in another form, as agreed upon by both parties. *Maintenance responsibility.* The product or service owner is responsible for the maintenance and upkeep of the endorsed product or service. The owner must also ensure that the endorsed product or service meets the agreed-upon quality standards. *Usage limitations.* The endorser must adhere to the limitations established regarding the use of their endorsement rights. This includes prohibitions against using their name or image in inappropriate or controversial contexts. *Contract termination.* The endorsement contract may terminate upon expiration of the lease term or upon breach of the agreed-upon terms. Termination may also occur if one of the parties faces bankruptcy or other *force majeure* circumstances.

The implementation of the *Ijarah* contract must be reviewed against applicable laws to ensure it aligns with relevant Sharia principles.

Instagram Platform Overview

Instagram is a highly popular social platform for photo sharing. Users can upload digital photos, apply filters, and share the results with other users. Additionally, Instagram serves as an effective direct marketing tool. It is an application that allows users to share photos and videos with others. Beyond serving as a means of communication and a source of information, Instagram has also become a popular venue for online business owners to promote their products.¹⁹

¹⁹ Ramona Rupeika-Apoga and Kristine Petrovska, “Barriers to Sustainable

Instagram has become a popular platform for individuals, celebrities, brands, and businesses to establish an online presence and engage with their followers. Users can follow accounts that interest them and discover new content via the “Explore” feature, which showcases popular posts and relevant content based on user interests and interactions. With its continuously evolving features and capabilities, Instagram remains one of the most popular and influential social media platforms in the world today.²⁰

Ijarah Contract in Endorsements

The *Ijarah* contract is a form of lease agreement used in Sharia-compliant business. In the context of digital business—such as endorsements on Instagram the *Ijarah* contract can serve as a method for conducting business activities while adhering to Sharia principles.²¹ In the scenario of an Instagram endorsement, the *Ijarah* contract can function as follows:

Leasing Advertising Space. Parties owning Instagram accounts with large, influential follower bases can lease advertising space on their accounts to other brands or businesses. An *Ijarah* contract can be used to define the lease agreement between the account owner and the business wishing to advertise. The business pays the account owner a sum of money as rent for the advertising space for a specified period²².

Leasing Content. Instagram account owners with visual content creation skills, such as photography or graphic design, can lease their content to other businesses²³. An *Ijarah* contract can be used to govern the agreement between the account owner and the business wishing to utilise the content. The business pays the

Digital Transformation in Micro-, Small-, and Medium-Sized Enterprises,” *Sustainability* 14, no. 20 (2022): 13558.

²⁰ Rupeika-Apoga and Petrovska.

²¹ Husen, “Leasing Dalam Perspektif Fatwa Dewan Pengawas Syariah Majelis Ulama Indonesia.”

²² Masyhudi, “Akad-Akad Dalam Kartu Kredit Syariah Perspektif Hukum Islam.”

²³ Azhar Alam et al., “Development and Evaluation of Islamic Green Financing: A Systematic Review of Green Sukuk,” *Environmental Economics* 14, no. 1 (2023): 61.

account owner a fee to lease the content for use in its promotional campaigns.

Leasing Influence. Influencers or Instagram account owners with large, actively engaged follower bases can lease their influence to other brands or businesses. An *Ijarah* contract can govern the lease agreement between the influencer and the business seeking to leverage that influence. The business pays the influencer to utilise their influence to promote products or services to their followers²⁴. In the context of the *Ijarah* contract, Sharia principles must be upheld. For instance, transparency regarding the lease agreement and payments must be maintained, the endorsed products or services must align with Sharia principles, and there must be no element of fraud or manipulation in the campaign endorsement²⁵.

Concept of Wage Payment for Endorsement Services

In Islam, wages fall under the concept of *ijarah*, which refers to an employment or service agreement. Linguistically, *ijarah* signifies “wages”, “compensation” or “recompense”. Consequently, the term encompasses payments for the use of an asset, compensation for a specific task, or remuneration for performing an activity. According to Wahbah al-Zuhaili, the general concept of *ijarah* consists of two elements: first, providing compensation for the utilisation of an asset; and second, linking such compensation to an employment relationship.²⁶

In the context of endorsement services, the remuneration an endorser receives is influenced by several factors. Key concepts regarding this compensation include: a) Popularity and Influence endorsers with high popularity and significant influence tend to command higher fees due to their ability to reach and sway larger audiences, ultimately benefiting the sales of the endorsed product or service; b) Follower Count the number of followers an endorser

²⁴ Koc et al., “The Effects of Trust and Religiosity on Halal Products Purchase Intention: Indirect Effect of Attitude.”

²⁵ Firdaus F Halimi et al., “Modelling Muslims’ Revisit Intention of Non-Halal Certified Restaurants in Malaysia,” *Journal of Islamic Marketing* 13, no. 11 (2021): 2437–61, <https://doi.org/10.1108/jima-01-2021-0014>.

²⁶ Husen, “Leasing Dalam Perspektif Fatwa Dewan Pengawas Syariah Majelis Ulama Indonesia.”

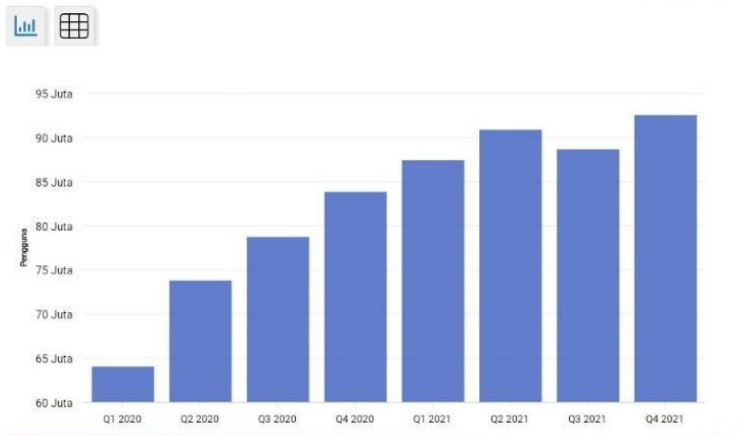
has on social media platforms or other communication channels is a crucial determinant of compensation; a larger following generally translates to higher endorsement value; c) Engagement and Interaction beyond follower count, the level of engagement and interaction generated by the endorser's content is a significant consideration; high engagement such as numerous comments, likes, or shares can increase the endorsement's value; d) Duration and Level of Commitment The time commitment required for a specific endorsement project such as a single post versus a campaign spanning several months influences the compensation received. Additionally, the depth of the endorser's commitment to the brand or product being endorsed can impact the fee.

Finally, contract negotiation is a pivotal stage in which the terms agreed upon by the endorser and the contracting party determine the final compensation amount. The contracting party and the endorser may negotiate to reach a fair agreement that takes into account the various factors mentioned above²⁷. The approach to remuneration for endorsement services can vary depending on several factors, including the specific agreement between the parties involved and prevailing market conditions.

Social Media User Data in Indonesia and Worldwide

Jumlah Pengguna Instagram di Indonesia (2020-2021)

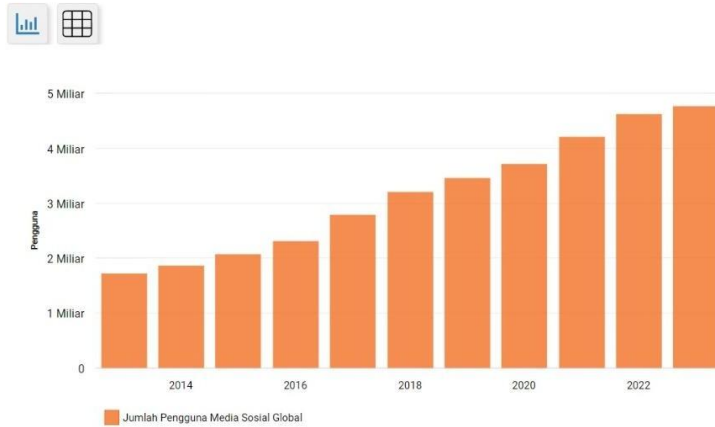
 databoks



²⁷ Rohmadi et al., "Optimizing Prenuptial Agreements for Asset Protection: A Maqashid Sharia Based Approach," *Al-Istinbath: Jurnal Hukum Islam* 9, no. 2 (2024): 375–98, <https://doi.org/10.29240/JHI.V9I2.11064>.

Jumlah Pengguna Media Sosial di Seluruh Dunia (Januari 2013 - Januari 2023)

databoks



Source: Katada.co

Based on the diagram above, we can see a significant increase in the number of Instagram users in Indonesia between 2020 and 2021. Consequently, the data suggest that promotional activities involving endorsements are highly effective²⁸, given the large number of people using the platform. This trend presents an opportunity for companies to ramp up promotions through celebrities, influencers, and "selebgrams" (Instagram celebrities) who can sway public opinion and entice their followers to purchase the products being promoted.

Among the available platforms, Instagram has proven highly popular for branding and product marketing. The push for influencer and selebgram endorsements stems from the fact that such promotions are highly effective and yield significant results for companies. Sales generated through endorsements have increased substantially compared to those from television or magazines²⁹. This is because in today's world, many people use

²⁸ Neneng Komariah, Encang Saepudin, and Saleha Rodiah, "Development of Tourist Village Based on Local Wisdom," *Journal of Environmental Management and Tourism* 9, no. 6 (September 1, 2018): 1172–77, [https://doi.org/10.14505/jemt.v9.6\(30\).05](https://doi.org/10.14505/jemt.v9.6(30).05).

²⁹ Chengke Zhu, "The Fuzzy Linear Regression Model for Finding Sales

social media to fill their spare time; everyone from children to adults is familiar with it, and platforms like Instagram are ubiquitous.

The Effectiveness of the *Ijarah* Contract in Instagram Endorsements

Research based on available data indicates that endorsement practices involving Instagram personalities (*selebgrams*) and influencers are highly effective for promotion; furthermore, the aspiration to become a *selebgram* has become a popular trend among teenagers. This is because the public tends to place more trust in products promoted by figures they feel close to or at least perceive as relatable—often valuing the honest reviews typically provided by *selebgrams* over the promotional efforts of traditional celebrities³⁰

To boost sales of products or services, utilising endorsements or recommendations is a highly effective marketing strategy³¹. Executing this strategy consistently ensures that the marketed product remains top of mind for the public. Endorsements serve as a powerful tool for increasing brand awareness. When a prominent influencer promotes a product, they indirectly bring that brand to the attention of thousands or even millions of their followers. This helps establish a stronger brand presence in the market and expand reach to the target audience.³²

Forcastion From Financial Leasing in China's Equipment Manufacturing Industries," *Journal of Intelligent & Fuzzy Systems Applications in Engineering and Technology* 40, no. 4 (2021): 8477–84, <https://doi.org/10.3233/jifs-189667>.

³⁰ Maya F Farah, "Consumer Perception of Halal Products," *Journal of Islamic Marketing* 12, no. 2 (2020): 280–301, <https://doi.org/10.1108/jima-09-2019-0191>.

³¹ Mohd H Ali et al., "Impact of Supply Chain Integration on Halal Food Supply Chain Integrity and Food Quality Performance," *Journal of Islamic Marketing* 13, no. 7 (2021): 1515–34, <https://doi.org/10.1108/jima-08-2020-0250>.

³² Mohd Amar Aziz et al., "Linking Demand Conditions to Competitive Advantage: The Role of Government Support Programs in the Halal Cosmetic and Personal Care Industry," *Journal of Islamic Marketing* 16, no. 4 (2025): 1031–50.

However, the effectiveness of endorsements on Instagram depends on several factors, including follower count, engagement rates, content quality, and authenticity and relevance to the target audience. To achieve successful results, influencers must build trust with their followers and convey messages authentically.³³ Overall, endorsement practices can be considered quite effective; the widespread use of Instagram creates a unique appeal to the public, as “selebgrams” are seen using the products. Netizens often emulate the choices made by these influencers, creating a compelling urge—sometimes described colloquially as “racun” (an irresistible temptation) to purchase the same products.

Conclusion

Marketing strategies that leverage celebrity or influencer endorsements have become popular and effective for achieving marketing goals, as they can improve brand image and expand market reach. However, in establishing this collaboration, legal aspects need to be taken into account. The ijarah agreement is a form of cooperation often used in endorsements, regulating the rights and obligations of both parties. The ijarah agreement is also important for implementing marketing strategies that align with sharia principles. The development of digital technology has provided benefits such as direct interaction with followers, data analysis capabilities, and audience targeting, which is more specific in endorsement practices. An ijarah contract is a rental agreement that involves the use of goods or services in exchange for rent or wages. In an ijarah contract, important principles such as clarity of the goods being rented, clearly determined rental fees, and the obligation to use the goods in accordance with the agreed terms must be adhered to. Ijarah contracts can be used for various types of assets and involve representatives of *ijab* and *qabul* from both parties.

³³ Anggito Abimanyu and Ihda Arifin Faiz, “ASEAN Halal Markets Analysis: Regulatory and Harmonization Challenges,” *Global Review of Islamic Economics and Business* 11, no. 1 (2023): 25–44.

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