

ASERS

# Journal of Environmental Management and Tourism

Quarterly

Volume XIV

Issue 6(70)

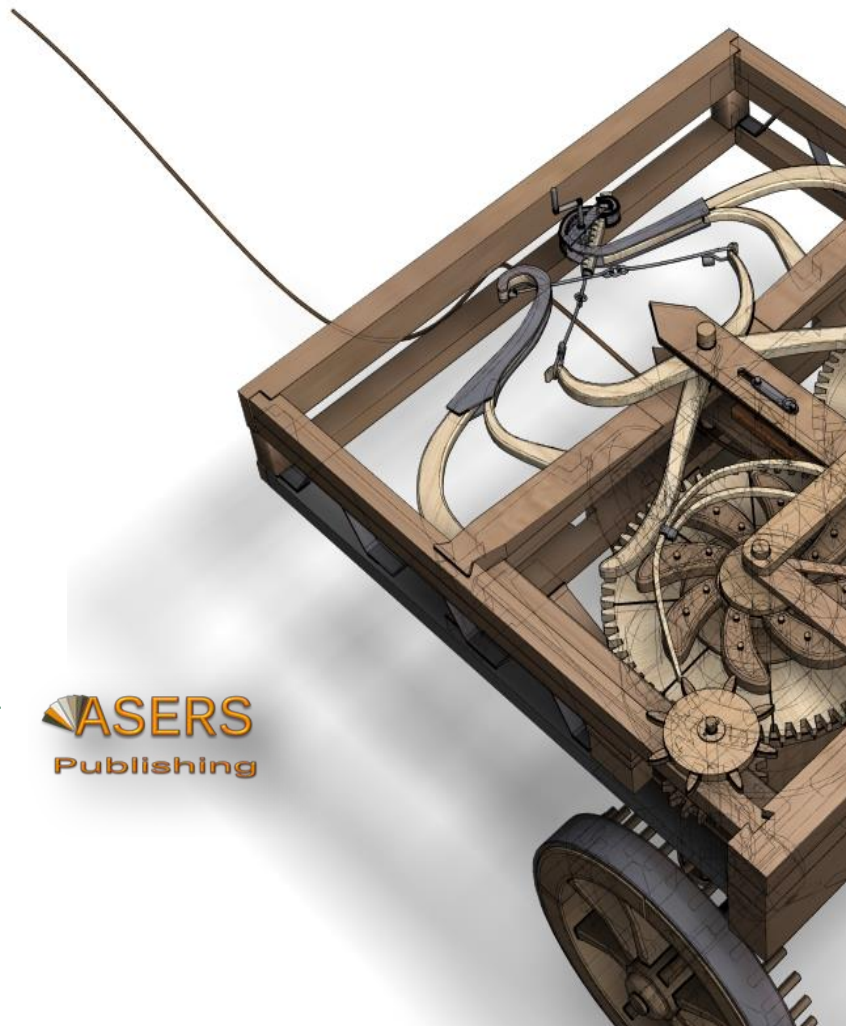
Fall 2023

ISSN 2068 – 7729

Journal DOI

<https://doi.org/10.14505/jemt>

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ASERS Publishing

<http://www.aserspublishing.eu>

ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

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# Call for Papers

## Winter Issues 2023

### Journal of Environmental Management and Tourism

**Journal of Environmental Management and Tourism** is an open access, peer-reviewed interdisciplinary research journal, aimed to publish articles and original research papers that contribute to the development of both experimental and theoretical nature in the field of Environmental Management and Tourism Sciences. The Journal publishes original research and seeks to cover a wide range of topics regarding environmental management and engineering, environmental management and health, environmental chemistry, environmental protection technologies (water, air, soil), pollution reduction at source and waste minimization, energy and environment, modelling, simulation and optimization for environmental protection; environmental biotechnology, environmental education and sustainable development, environmental strategies and policies.

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Details regarding the publication in this journal are here: <https://journals.aserspublishing.eu/jemt/about>

<b>Deadline for submission:</b>	21 <sup>st</sup> October 2023
<b>Expected publication date:</b>	December 2023
<b>Website:</b>	<a href="https://journals.aserspublishing.eu/jemt">https://journals.aserspublishing.eu/jemt</a>
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DOI: [https://doi.org/10.14505/jemt.v14.6\(70\).04](https://doi.org/10.14505/jemt.v14.6(70).04)

## The Practice of Tourism Product Endorsement: Perspective of Islamic Business Ethics in Social-Media

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**Article info:** Received 15 April 2023; Received in revised form 8 May 2023; Accepted for publication 24 June 2023; Published 29 September 2023. Copyright© 2023 The Author(s). Published by ASERS Publishing 2023. This is an open access article distributed under the terms of CC-BY 4.0 license.

**Abstract:** The rapid development of technology and information has caused the use of the Internet to be higher. One of the widely used digital business marketing activities is social media endorsements which are currently being used to inform products to consumers through Tiktok and Instagram social media. However, some endorsers are dishonest in providing consumer product reviews in endorsement activities. Thus, in its application, endorsement practices still do not follow the principles of advertising promotion according to Islamic business ethics. For this reason, this paper aims to discuss the practice of endorsement on social media Tiktok and Instagram from the perspective of Islamic business ethics by Muslim endorsers. The research method applied for qualitative with a depth-interviews. The results showed that first, endorsement business ethics in Islam is that the endorsed product must be responsible, honest, and authentic; the endorsers must be friendly and polite; the endorser must cover the aurat (body parts covered), not praise excessively, do not use swear, be transparent, and do not demonize other products. Second, regarding the practice of endorsement on social media, Tiktok and Instagram, from the perspective of Islamic business ethics, have found several ethics that are violated when endorsers promote products to consumers.

**Keywords:** touristic product; endorsement; Islamic business ethics; social media.

**JEL Classification:** P13; M31; Z32; K22.

### Introduction

Globalization is a global process that makes people know each other and exchange information indefinitely and distance. Rapid globalization has made it easier for people to access the Internet for information (Zhang *et al.* 2018). Ease of using technology (Gao *et al.* 2018) can create competition and contain fast-developing economic growth (Marcon *et al.* 2022; Yu *et al.* 2018). The Internet's presence in digital marketing is a very high-impact business space because this revolution creates technology and artificial intelligence. Today, social media is becoming an effective means of business promotion because it is accessible to everyone. Social media is an important part of marketing or business behavior and one of the best ways to reach customers.

People and companies have now widely used social media to implement marketing communication strategies. Digital literacy grows as a public service (Mcdougall *et al.* 2018), although it sometimes creates addiction (Xu 2023), conflict, and negative impacts (Gao *et al.* 2018, Hutchison *et al.* 2020, Kuss and Griffiths 2017, Polizzi 2021, Scheiber *et al.* 2023, Yu *et al.* 2018, Zhang *et al.* 2023). One option is implementing a strategy where effective endorsers are employed in customer-brand engagement (Borges-Tiago *et al.* 2023) as advertising promotions for endorsement practices. Judging from various social media, business actors promote products by asking celebrities to endorse them. Of these social media, the most popular are Tiktok and Instagram because they are in great demand by internet users. Instagram has developed many features to support virtual-based social media facilities in the form of photos and videos.



Technological developments have encouraged critical thinking (Checa-Romero 2015, Prins 2016). The growth of technology means that advertising is carried out through social networks, one of which is TikTok and Instagram, which continue to grow (van Oosten *et al.* 2023). The platform is a photo-sharing app that allows users to take photos, videos, apply digital filters and share them with various social networking services, including the functions of TikTok and Instagram itself. As a networking site, this social media plays an important role in digital marketing (Nilashi *et al.* 2021) besides considering tourist motives (Schoner-Schatz *et al.* 2021). Today's high social media usage will certainly expand the presence of TikTok and Instagram platforms. TikTok had 99.1 million monthly active users in Indonesia in April 2022, and Instagram had 99.9 million monthly active users in Indonesia in April 2022 (Arfyan and Bayu Pratama 2022). Related to the growth in the number of TikTok and Instagram users makes one of the strongest contemporary marketing trends, namely endorsement. Social media targeting currently on the rise is part of mutually beneficial cooperation. This usually happens between online stores or businesses and artists or celebrities because they have a lot of fans and followers, which is useful for increasing the sales of the store or online business and some products and so on.

Endorsements by influencers are quite effective promotional social media advertisements (Ingrassia *et al.* 2022). Besides being easy, fast, and cheap, endorsements are also aimed at potential buyers directly. In the modern business world, the endorsement is an activity where a business owner approves or asks a celebrity or artist to endorse a product directly on social media and mentions the business owner's social media accounts, such as TikTok and Instagram, and the business owner gives the product for free to one of the artists or celebrities who promote the product. Social media connects users (Zhang *et al.* 2023) more effectively, and currently, social media is also used by the government in politics (Yuan *et al.* 2023).

For consumers, endorsement is a way to discover the advantages and disadvantages of the products offered. But in reality, there are many misleading endorsement practices in marketing products for profit, meaning there is a difference in quality between the products offered and those advertised by endorsers. Leveraging this reputation, endorsers can easily persuade consumers to buy the advertised product without paying attention to important aspects of the product advertisement, ranging from clothing, electronic goods, food, and beverages to cosmetics and medicines. Various advertisements in product endorsements often confuse buyers in buying a product, especially body care and beauty products.

However, every Muslim must have a positive image towards oneself, others, and the environment. Islam rejects deception, obscurity, or any other methods considered wrong. Muslims must be honest. Honesty and truth are the most important values in business. In this case, forms of fraud, exploitation, and misrepresentation are prohibited since doing so would create accountability from a social and legal point of view. Therefore, social facts prohibit all kinds of activities that contain elements of manipulation and fraud. That is why business ethics is such an important topic today. Suppose Islamic business ethics is a moral custom or culture about a company or individual business. In this case, Islamic business ethics relates to standards based on the Qur'an and Hadith, which should be used as a reference by its followers in their actions when promoting products to consumers. In Islam, it forms a boundary or dividing line between what is permissible and impermissible, what is right and wrong, what is halal, and what is haram. It is this limitation or dividing line which is called ethics. Similarly, behavior in doing business and doing business is inseparable from the existence of moral values or business ethics. For entrepreneurs, it is important to integrate the moral dimension into the framework or scope of business activities.

A lot of past research has talked about endorsement and social media. In general, the majority of the existing literature talks about the impact of social media on behavior (Alzaidi and Agag 2022, Astleitner *et al.* 2023, Jabeen *et al.* 2023; Lerouge *et al.* 2023, Xu *et al.* 2023), the role of social media (Balaban *et al.* 2022, Serrano-Estrada and Marti 2023, Zafar *et al.* 2021) the benefits of social media on education (Devera *et al.* 2023, Zheng *et al.* 2023) and business economics (Jeljeli *et al.* 2022, Tourani 2022). Few studies examine how endorsement is described with an Islamic value approach. This research then elaborates more deeply on the practice of endorsement on social media TikTok and Instagram from the perspective of Islamic business ethics.

## 1. Literature Review

Promotional tools in social media have a significant role in empowering transaction activities (Trihayuningtyas *et al.* 2019) regarding the marketing activities of tourism products. Digital media is more widely adopted because this media is considered adequate, fast, and low-cost (Tan *et al.* 2018) as a promotional tool because of the development of communication technology. It is massively able to spread information on tourist products to consumers in a short time. In addition to the dissemination of friendship, the development of this technology has changed the behavior of individuals in choosing ways to travel, especially in providing accommodation and ticket

information. Promotion had been widely applied through media and non-media communication channels. The transfer of tourist information through digital and conventional media such as the Internet, newspapers, brochures, and television has assisted the tourism industry in building an image of the destination. The use of social media such as blogs and other online social networks is also used as this media allows the dissemination of information on promotion to reach out to many groups massively.

Dissemination of information in the form of tourism promotion can be seen from the emergence of social media from private institutes and the government online. The use of channels such as YouTube, Facebook, Twitter, and Instagram is also used with the content of texts and photos. Short films and videos of the beauty of specific destinations are often distributed through the help of YouTube and then transmitted to groups of tourist players on a massive scale. Online media, like internet access, facilitates the exchange of information and is considered the best media for good promotions. In education, digital learning mechanisms impact unequal prospects; rural with all limitations – cities with higher incomes access the internet with high quality (Sanz-labrador *et al.* 2021). Furthermore, learning digitally tends to produce low accuracy, distraction (Kuznekoff *et al.* 2015), reduced empathy (Selwyn *et al.* 2016), and not getting a complete understanding, causing the response to be slower (Cladis 2018). Worst of all, educational institutions no longer prioritize humanists but lead to profit (Komljenovic 2021).

Social media endorsement is the practice of individuals or organizations using social media platforms. Visitors use online reviews using social media for effective methods of search (Xu and Li 2016). It promotes destinations, experiences, tourist products, or services to followers and audiences and is related to destination branding (Wu 2018). Social media endorsement involves leveraging the influence and reach of social media users, commonly known as content creators, to endorse and generate awareness about tourism-related offerings. Social media endorsement has gained significant importance in the tourism industry due to the widespread use of social media platforms and their influence on consumer behavior. Social media such as Instagram, YouTube, Facebook, Twitter, and TikTok create and enable creators to share content related to various aspects of the tourism industry. Many endorsement activities can be performed through sharing personal stories, videos, and reviews experiences. Influencers may also provide recommendations and detailed information about the best places to visit to enrich travel experiences. Social media endorsements can significantly impact tourism, as they can reach a wide audience and influence the audiences to make any decisions to purchase. However, it is critical to note that authenticity is important in social media endorsements. Influencers should disclose any sponsorships or partnerships to maintain trust and credibility with their audience. Additionally, it is essential for businesses and travelers to critically evaluate the endorsements and consider multiple sources of information before making decisions based solely on social media content.

Endorsements on social media such as TikTok and Instagram in the context of tourism can appear in many forms. Endorsements often involve content creators who review what tourism products are introduced to target users. Smart tourism today incorporates social media for promotion (Vecchio *et al.* 2018). Endorsements on social media have a significant effect on consumer opportunities in making decisions to make purchases. Information technology that is fast access allows people to make business transactions easily. The element of social media as a medium in transforming product news is considered effective in attracting market interest in buying tourism goods and services. Social media on smartphones is a marketing tool for customer interaction (Tan *et al.* 2018). Carry out endorsement activities in travel products when it is easy to do. Tourism influencers can create engaging videos around specific tourist destinations they want to promote. They can capture travel moments when they visit, show beautiful views of tourist sites, interesting places such as tourist spots, or unique activities that can be done in these destinations, such as mingling with local people. This activity is a tourist activity that tends to provide more value to the audience. The authenticity of the situation due to participating in community activities is an added value where direct experience with indigenous people is new.

Accommodation reviews in the form of comprehensive reviews of travel products have become a regular activity for content creators. They can use social media to endorse microfilm, as many endorsers did (Shao *et al.* 2016). Influencers can provide reviews about hotels, villas, or other lodgings on social media by targeting markets according to age and interest levels. They can show their facilities, comfort, and experience while staying at the accommodation will give more attention to the audience. Something new and not faked activity can take viewers longer to enjoy the spectacle of endorsements. A good endorsement is essentially an honest and reliable promotion. One of these indicators is the missed curiosity of the audience about the authenticity of the goods and services offered. In addition to destination, food and culinary content are also something that cannot be forgotten to be endorsed. Influencers can recommend restaurants or food specialties of certain regions through photo posts on TikTok or Instagram content creators have.

In Indonesia, almost all tourist destinations use social media. The Indonesian tourism ministry maximally used social media assistance in promotional activities. The YouTube channel, for example, was utilized and filled with destination content involving endorsements. The effectiveness of selection of YouTube media is quite economical and can reduce the cost of advertising or promotion compared to conventional media. Along with this, besides YouTube, the tourism ministry also used Instagram to target potential customers.

Not only in Indonesia, the use of digital media in social media has also been massively carried out in various parts of the world. In Northern Portugal, for example, YouTube reflects tourism activities, although sometimes the content aired contradicts reality in the field (Losada and Mota 2019). Media marketing tourism in the form of an official website has also been practiced in Zhejiang, China, where this media is used to promote local attractions to the international world (Shao *et al.* 2016). The content on this website focuses on delivering information about a range of destinations, revealing the area's history, and building credibility. In addition, Gulbarah and Yuldirim (2015) supported the statement that most world companies have used web pages and mobile applications where the Internet and social media have been adapted for marketing needs.

The role of the media in promoting goods or products is widely used. As a part of business, tourism almost integrates both conventional and digital media. The rapid change in media look has largely impacted product promotion and what to implement through social media. Accessibility to social media is critical as it allows issuers to communicate the information they convey. Low costs create a dynamic and interactive environment to send feedback regarding the number of views and comments (Cristea *et al.* 2015). Putting strong words to influence readers is a way of persuading, touching, and acting to completely stick to how products give profound meaning.

Endorsements on social media such as TikTok and Instagram in the context of tourism can appear in many forms. Endorsements often involve content creators who review what tourism products are introduced to target users. Endorsements on social media have a significant effect on consumer opportunities in making decisions to make purchases. Celebrity endorsement is more effective in endorsing products (Chung and Cho 2017) as people believe in fame. Information technology that is fast access allows people to make business transactions easily. The element of social media as a medium in transforming product news is considered effective in attracting market interest in buying tourism goods and services. Carry out endorsement activities in travel products when it is easy to do. Tourism influencers can create engaging videos around specific tourist destinations they want to promote. They can capture travel moments when they visit, show beautiful views of tourist sites, interesting places such as tourist spots, or unique activities that can be done in these destinations, such as mingling with local people. This activity is a tourist activity that tends to provide more value to the audience. The authenticity of the situation due to participating in community activities is an added value where direct experience with indigenous people is new.

Accommodation reviews in the form of comprehensive reviews of travel products have become a regular activity for content creators. There is a tight relationship between endorsers and social media (Aw and Labrecque 2020). Influencers can provide reviews about hotels, villas, or other lodgings on social media by targeting markets according to age and interest levels. They can show their facilities, comfort, and experience while staying at the accommodation will give more attention to the audience. Something new and not faked activity can take viewers longer to enjoy the spectacle of endorsements. A good endorsement is essentially an honest and reliable promotion. One of these indicators is the missed curiosity of the audience about the authenticity of the goods and services offered. In addition to destination, food and culinary content are also something that cannot be forgotten to be endorsed. Influencers can recommend restaurants or food specialties of certain regions through photo posts on TikTok or Instagram content creators have.

Endorsements on social media must be done honestly and responsibly. Influencers must properly declare that they are paid to provide honest and thoughtful reviews of their content. It aims to maintain trust and authenticity in communication with its followers. Endorsements on TikTok and Instagram allow tourism destinations and businesses to leverage the influence of influencers and their content creation to promote themselves to a wider audience. While for social media users, this endorsement can be a source of information and a reference in planning and influencing audience cognition (Dhanesh and Duthler 2019).

## 2. Research Methods

This type of research is qualitative descriptive with case studies on endorsers on social media. Descriptive qualitative, in its principle, is an approach that describes data where the process of findings is carried out without statistical methods that require data to be translated into numbers accumulatively. Comprehensively, this research was refined by reviewing previous literature on the same topic discussing endorsement on social media (TikTok and Instagram).



This study involved seven endorsers selected based on three criteria; activeness on social media, number of followers, and popularity. Being active on social media means that an endorser is a person who has a social media account and periodically fills content according to his niche. The content focuses on tourism, which contains sociocultural, economic-business, and other tourism products. The discussion of tourism content was chosen because there is a tendency that tourism is a business trend that is always positive; its development is also favored by the public in general, for example, by young people. The name factor for well-known content creators becomes a criterion in the next data collection process. The number of followers above 10 thousand from each account is a consideration that the average producer and travel activist offers their products to content creators with a clear audience and sufficient number. This is believed to be able to influence people to decide to make purchases of tourism products that have been endorsed.

Furthermore, the data analysis process is carried out using deductive thinking, namely a model of data presentation from general proportions and ending in a specific conclusion. Data analysis in this study was conducted through in-depth interviews with endorsers and several samples of tourism activists who have tourism products and have involved endorsers in promoting their tourism products. In-depth interviews are conducted by recording conversations using the help of smartphones that we have prepared. We analyze the data through a data screening process because we believe that interview data must be sorted and able to answer the data sought according to the research questions raised. Coding, reducing less important data, grouping, and presenting results to be concluded is a series of processes in data analysis in this study. Relevant literature references are also our reference in describing the final data, which contains more about the focus of endorsement practices on Tiktok and Instagram social media from the perspective of Islamic business ethics.

### 3. Results

An endorsement is a form of product or brand promotion carried out by business people (tourism business) with endorsement service actors, namely endorsers; these endorsers can be called celebrity endorsers with many followers or followers on Tiktok and Instagram social media. Tiktok and Instagram social media are widely used in the world of tourism business. The endorsement method is usually the endorsed party using or consuming or using the endorser's product. The use of endorsers in advertising is intended to support or encourage the advertising message to be more easily accepted by consumers while facilitating the growth of consumer confidence in the advertised product. Most endorsement practices are from various endorsed products; many are done on social media by Tiktok and Instagram celebrities. Such as beauty products, food, beverages, and parasite products are now a productive business trend for millennials and generation Z.

The practice of Endorsement on Tiktok and Instagram is an attractive option for promoting travel products on social media. Social media makes tourism businesses use it in the public sphere, which can increase the added value of sales. In this study, the practice of endorsement is that most endorsers are Muslim in promoting tourism products. Islam in running a business must be based on Islamic values; Muslims have the holy book of the Qur'an, which should be a life guideline. Islam does not teach its followers to conduct business activities with deception or lies. In endorsing on social media, the process must be based on responsibility and honesty. This principle must align with Islamic cultural values as universal values that must be practiced where transparency and business balance that benefits both parties are absolute principles in Islamic business ethics. As an endorser, Muslims should be careful in receiving endorsements, honest and transparent in promoting the product so that the public is not disappointed and trusts endorsers who are considered to have a good image in the eyes of the public.

In promoting (endorsement) tourism products, for example, in tourist destinations, it often does not follow the principles of Islamic business ethics. The practice of honesty and responsibility of celebrities in promoting products and providing information about the advantages of products raises questions to the public. Not a few endorsement activities of a celebrity must give statements that are not following the circumstances of a tourist product he promotes. Endorsements are not fully known in detail or try it before recommending it to others. The interviews we conducted with the perpetrators concluded that the product to be promoted is sometimes not fully accepted because the endorser knows it clearly and in detail. They sometimes only accept concepts from the producer's side to convey. The information disseminated by the endorser follows the manufacturer's taste, who provides endorsement to the endorser.

Tourist destination reviews are travel products that content creators often endorse. The majority of endorsement content is to provide reviews of the excellence of the tourism product. Completeness of facilities, the appearance of lodging room space, price information, and services dominate the contents of the endorsement. From the recognition of endorsers, information about the shortcomings of tourist attractions is

avoided from being published. They consider that the lack of products will impact the number of consumers who consume the products offered. The aspect of honesty in this context becomes less prominent. There is an assumption that the promotion must display the positive side of the product. They do not realize that the value of honesty in providing information on products is important because it will attract people's interest. Few people carry out activities to purchase goods and services because the endorser displays complete information, ranging from the advantages and disadvantages of the product.

Another example of non-tourism products is whitening lotion products. Endorsers claim only to promote it but do not try the product. This, of course, only gives dishonest reviews and tries to convince Instagram and TikTok users that the product is good and effective for whitening the skin when used. Islamic principles of business ethics tend to be ignored. In sales of beauty creams, usually, endorsers will give a review that the product is what makes it beautiful or handsome, white, and free from acne. However, the fact is that the endorser is white and acne-free not because of the cream but other products or treatments that have been used. In this case, producers and endorsers must ensure that the products sold do not contain prohibited elements, there is no usury, do not harm consumers, there are no elements of fraud, and ensures consumer security so that the transaction is feasible according to Islamic religious principles. If the endorser contains fraud, such as explaining a product or service that is fabricated, the advertised product is not following what is promoted; of course, it violates the procedures for buying and selling, according to Islam. Suppose the promotion contains praise that is manifestly true and not excessive. In that case, this promotion is legally permissible, but if otherwise, it contains lies about the promoted product, then it is prohibited in Islam.

Several endorsement practices violate Islamic business ethics based on our study with cross-data from sources. First, Islam does not allow women in photos or videos of endorsers to often open their aurats. As a Muslim woman, it should be mandatory to cover the aurat. Islam forbids any attempt by a woman to show attractive sides of herself to other men who are not her husbands excessively. This recognition is widely supported by the fact that influencers, endorsers, or content creators do a lot of endorsement activities in a way that is not right and tends to be excessive. Wearing open clothes, tight clothes, and not wearing hijab are often shown by content creators on social media. Today's social media content (TikTok, Instagram, YouTube) has many negative connotations. Because of the views factor, people are willing to create content according to market tastes without paying attention to Islamic rules. Of course, the goal is to protect themselves in a better direction. Islam, in practice, forbids its adherents only to show off their beauty in public because it will invite bad intentions from others. Islamic prudence, in this case, is the key to the harmony of humankind's way of life. Islamic ethics considers exploiting beauty alone but not employing these abilities and skills useless. Second, endorsers, when doing advertising promotions, sometimes never provide information about the shortcomings of the endorsed product. As an endorser, you should be transparent about promoting the endorsed product by explaining the shortcomings of the product being promoted, both invisible and visible.

Endorsement actors on social media (TikTok, Instagram, YouTube) advertising promote in a way or ethics that are not allowed to be accepted by the public audience. In the case of culinary tourism products, endorsers do not fully convey the correct information about the culinary products. They only convey preliminary information without explaining in detail about ingredients, safety, and advantages to product legality. And also often contains pornography in the endorsed content. According to informants, culinary promotion is subjective. There were several complaints from the audience, which essentially questioned the information conveyed by endorsers. There is a contradiction between what is certified with the quality of culinary taste and the convenience of service when consumers try the product. From other literature about the endorsement, we found that endorsements were not as expected by the public, for example, on beauty cream products, food, and beverages. Informants do not use endorsed products and only promote them according to industry needs. The practice of endorsement from this example is contrary to Islamic business principles that emphasize honesty and orientation of product quality. This practice harms customers. Therefore, the transparency of the product delivered must be true to its original quality.

On the other hand, several cases of endorsers provide information following the product's identity. The results of an interview with one of the content creators found no irregularities when promoting products and services from tourism. Some Muslim women wear clothes that cover the aurat. In addition, endorsers have given honest testimony when promoting products and services without vilifying other people's businesses. This is following the rules of Islamic business ethics.

Furthermore, (Zakiyah, 2021) in his research entitled *The Phenomenon of Endorsement of the Sales of a Product Reviewed from Islamic Business Ethics*, revealed that: First, Endorsement provides information that follows the real facts of the product, the most dominant choice with a percentage rate of 80% stating Neutral.

Second, product endorsement has paid attention to religious values (covering the aurat), the most dominant choice with a percentage rate of 86, with 67% stating neutral. Third, the endorsement is also a real user of the product, the most dominant choice with a percentage rate of 60% expressing disapproval; Fourth, Endorsement It has been seen that there is an attitude of truth in the sense of honesty towards consumers, the most dominant choice with a percentage rate of 60% states neutral, Fifth, Endorsement has been seen to be responsible following their respective duties, the dominant choice with a percentage rate of 60% states neutral. Sixth, researchers believe that endorsement is now following Islamic business ethics, the most dominant choice with a percentage rate of 66.67% states neutral, meaning that the phenomenon of endorsement in the modern era cannot be said to be following funds or not following Islamic business ethics, because it is considered still in the middle.

There is a common thread from this study: endorsements are found on several social media Tiktok and Instagram, and several endorsement actors sometimes give wrong perceptions or are not following the quality of the advertised product. An example of this is that advertising only provides information about the product's advantages but does not provide information on the shortcomings of the endorsed product. Content sometimes pays attention to the skin rather than the content. Found content creators who highlight the attractive side of their body parts, dress tight, and cross the aurat limit when marketing the products, they endorse. However, some Muslim endorsers have complied with Islamic business ethics in carrying out endorsement practices on Tiktok and Instagram social media, such as when promoting have tried the product and closing the aurat. Before the promotion, you already know the product's advantages, and the product already has Halal certification. Although Islam does not explicitly regulate positions, Islamic teachings have basic Islamic principles related to endorsement ethics. Thus, the practice of government should be based on the rules in the ethics of endorsement established by the state and even the Qur'an and Sunnah related to this matter.

Ethics play a very important role. Ethical and moral rules are not only about behavior and actions; ethical issues are closely related to communication between two parties, individuals, and groups. Therefore, ethics is a guideline on how to organize human life harmoniously to achieve harmony collectively.

#### 4. Discussion

Endorsement is one of the online marketing trends (Chung Cho 2017, Dhanesh and Duthler 2019) spread through Tiktok and Instagram social media, which are very popular in today's society. Endorsement is now widely used by marketers to market their products because endorsement can be an effective marketing strategy that marketers can rely on today (Aw and Labrecque 2020). The endorsement in Islam is a fairly effective promotion of social media. Besides being easy, fast, and cheap, endorsement promotions target potential buyers directly. Muslim marketers in Indonesia widely use marketing through endorsements.

It turns out that some of these endorsement practices are working well, and some are not going well; in many ways, we find and explain things that are appropriate and not following Islamic law, from marketing strategies implemented by entrepreneurs and celebrities Tiktok and Instagram. Regarding ethics violated, the advertised products seem too exaggerated to fight things contrary to Islamic law. Based on its function, celebrities who receive endorsements on Tiktok and Instagram social media should be more careful when receiving endorsement offers, knowing complete information related to the product they will endorse, not just endorsing, understanding the compatibility of product information obtained from the party which endorses with the product to be endorsed endorse. So that they can testify to what they endorse so that no consumer is disappointed or feels deceived because promotions or advertisements that contain fraud are unfair trade activities and harm consumers when the goods purchased are not following what is advertised. Celebrity sometimes endorses products as they get more public interest from the audiences (Chung and Cho 2017).

However, we found some ethical discrepancies in the celebrities of social media Tiktok and Instagram, such as the case above, in which we have explained that there is the fraud that occurs because, in modern it is very easy to transact via the Internet, especially through the Tiktok and Instagram platforms. Recipients of endorsement services it is expected to be able to consider various products that will be endorsed so that they are not detrimental to consumers as their followers on Tiktok and Instagram social media and, when promoting products, can show information that will not be detrimental will later become consumers of products that will be endorsed on Tiktok social media and Instagram. In Islamic business ethics, celebrity endorsement is reasonable when business people ask Tiktok and Instagram celebrities to promote their products by saying the ability and quality of the product are actually without exaggerating, and consumers know it is just a promotion.

The endorsement of celebrity endorsers is common nowadays as influences use social media widely (Guruge 2018). Many small, medium, and large companies compete for celebrities to promote brand product

advertisements. TikTok and Instagram grow rapidly to better drive audience intention (Duffy 2017). It is not uncommon for companies to be willing to spend very high costs to get advertising stars who create the image of their products and companies. Even now, many models from ordinary backgrounds become advertising models by showing the attractive and detailed side of the advertised product. Business actors ask for endorsement models for photos of advertised products and share them on social media. In addition, endorsers also use audio-visuals, such as recording product details and describing them in very interesting language.

A company must certainly pay attention to how the ethics or morals of an endorser whether it can be applied properly, correctly, and following sharia or business ethics in Islam because if the morals of an endorser are good and good, it will be able to cause satisfaction to consumers who will and have used the product. The first thing that a person values about themselves is, of course, how the morals are attached to him; if it does not reflect bad morals, it will certainly be a negative value for him and vice versa; if it reflects good morals, it will certainly be a positive value for him.

### **Conclusion**

Endorsement in Islam is a marketing communication strategy that supports celebrities such as influencers, bloggers, and others as a tool to support and support the attractiveness of products endorsed on Tiktok and Instagram social media in ways and processes that follow Islamic principles. Endorsement business ethics in Islam are goods endorsed by genuine and halal products, being friendly, polite and polite, Muslim women endorsers must cover their aurat, do not praise products excessively, not using swearing, being transparent, loosening products, and do not demonize other products. The practice of endorsement carried out by some Muslim endorsers on Tiktok and Instagram social media only aims to make other people interested in buying. Still, the endorser does not use or buy the endorsed product aforementioned. Then, the five principles of business ethics in Islam, which, if implemented, ensure that there are no cases of fraud that occur and are felt by consumers. These concepts are unity, equilibrium, free will, responsibility, and benevolence.

The practice of endorsement on social media Tiktok and Instagram found that Muslim endorsers still make promotional advertisements with discrepancies in the products to be endorsed. Some products in the endorsement upload are not registered with BPOM and halal labels from MUI. It is also mentioned that endorsers do not highlight product deficiencies when promoting products but only show product excellence. As for endorsers who only focus on product endorsements but do not buy and use their endorsed products, and endorsers also still show aurat when promoting products on Tiktok and Instagram social media, should be endorsers Muslims are obliged in Islam to cover the aurat, not only to show beauty but also to show ability and skill as Muslim endorsers. The advice given is as follows: Muslim endorsers should be more selective in accepting endorser offers and pay attention to ethics in doing business so as not to violate Islamic law. Online business people must choose endorsers who can promote products on social media, Tiktok, and Instagram that do not violate business ethics in Islam.

### **Acknowledgments**

To all colleagues who have helped in this research process, thank you. To the research partners, relevant institutions involved in data collection and interpretation and informants who have been willing to provide research information are thanked.

### **Credit Authorship Contribution Statement**

Darmawati compiled ideas and research drafts. He is responsible for collecting data in the field, compiling research instruments and providing research funding. Darmawati also contributed to finding the correct informant for the interview. Hasan Basri: responsible for compiling transcripts of research results, coding data and conducting the interpretation process. He contributed to selecting literature related to the topic under study and translating it from the source to the target language.

### **Declaration of Competing Interest**

We guarantee that there is no conflict of interest in this study. We do not involve outside funding that can interfere with the existence of the results of this research for publication.

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ISSN 2068 – 7729

Journal DOI: <https://doi.org/10.14505/jemt>

Journal's Issue DOI: [https://doi.org/10.14505/jemt.v14.6\(70\).00](https://doi.org/10.14505/jemt.v14.6(70).00)