



Islamic Business Ethics in Live Selling Practices of Halal Culinary MSMEs in Padang City

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Abstract

Purpose – This study aims to analyze the implementation of Islamic business ethics in live selling practices among halal culinary MSMEs in Padang City and examine its influence on consumer trust and business sustainability.

Methodology – This study employed a qualitative approach with a case study design. Data were collected through in-depth interviews, observations, and documentation involving halal culinary MSME actors actively conducting live selling on digital platforms such as TikTok Live, Shopee Live, and Instagram Live. Data were analyzed using descriptive qualitative analysis based on the interactive model of Miles, Huberman, and Salda.

Findings – The findings reveal that live selling has become an important digital marketing strategy for halal culinary MSMEs in Padang City. All live sales operations adhered to the principals of Islamic business ethics, which include being truthful, open, courteous, sincere, and providing halal guarantee. Credibility, client retention, and long-term viability were all enhanced by communicating ethically. Intense digital market rivalry, a lack of digital ethical literacy, and communication issues during live streaming interactions were among the obstacles that MSMEs had to overcome.

Implications – This study emphasizes the significance of enhancing halal MSMEs' digital ethical literacy and creating practical guidelines for sharia-based digital marketing. The results could be useful for educational groups, religious institutions, and lawmakers as they develop programs to teach digital business ethics.

Originality – This study adds to the existing literature on Islamic business ethics by focusing on halal culinary MSMEs in Padang City, a city with a strong Islamic cultural impact, and how they apply ethical principles in their real-time live selling practices.

Introduction

The development of the digital economy in Indonesia has shown significant growth in recent years, particularly in social media-based commerce and live commerce sectors. More than 22 million micro, small, and medium-sized enterprises (MSMEs) in Indonesia had joined the digital ecosystem by 2024, according to data from the country's Ministry of Cooperatives and SMEs. The majority of these businesses promoted their products on social media (Ministry of Cooperatives and SMEs, 2024). More than 191 million people in Indonesia use social media, and the typical

internet user spends seven hours a day online, according to a survey by We Are Social and Meltwater (2024). Due to these factors, live selling on digital platforms like TikTok Live, Shopee Live, Instagram Live, and Facebook Live has grown in popularity, especially among micro, small, and medium-sized enterprises (MSMEs). Businesses in Padang City's halal culinary MSME sector have started using live selling to broaden their customer base, foster more meaningful relationships with customers, and compete more effectively in the modern digital marketplace.

One aspect of the shift toward digital marketing is the rise of "live selling," in which vendors showcase their wares in front of an audience via live video feeds. Live selling, in contrast to traditional marketing, facilitates instantaneous two-way communication between vendors and buyers, increasing the likelihood that the former will make a purchase. Promoting products in this way helps MSME actors save money, get their names out there, and reach more customers. Rahmat and Fitri found that the use of social commerce and digital payment services had a positive effect on increasing the income of halal culinary MSMEs in Indonesia (Rahmat & Fitri, 2025). Furthermore, Del Rosa et al. explained that the utilization of digital technology among halal culinary MSMEs in Padang City was able to improve marketing effectiveness and strengthen business competitiveness (Del Rosa et al., 2022). Therefore, live selling has become one of the important strategies in the development of halal culinary MSME businesses.

Live selling methods provide severe ethical concerns, notwithstanding the considerable economic potential (Hafni, 2026). In the cutthroat world of online marketplaces, some companies go to extremes with their advertising, promising things they don't deliver, inventing deals that don't exist, relying on unreliable customer reviews, and failing to provide enough information about their products. Such activities could go against the values of Islamic business ethics, which stress the need of being truthful, trustworthy, just, responsible, and transparent in all business dealings. In Islam, business activities are not viewed solely as economic activities but also as part of *muamalah* worship that must be conducted in accordance with sharia principles. Therefore, the implementation of Islamic business ethics in live selling practices has become an important issue to be examined, particularly among halal culinary MSMEs that are closely associated with religious values and halal product integrity.

Padang City was selected as the context of this study because it possesses strong social and cultural characteristics regarding the implementation of Islamic values in economic activities. The Minangkabau philosophy "*Adat Basandi Syarak, Syarak Basandi Kitabullah*" positions religious values as the foundation of social and business life within the community. Besides being recognized as a halal culinary center, Padang City has also experienced rapid MSME development, particularly in the food and beverage sector. Traditional Minangkabau culinary products such as rendang, sate Padang, dendeng balado, and various other traditional foods have become local economic identities with broad markets both offline and online. Along with the increasing use of social media as a marketing medium, halal culinary MSME actors in Padang City have actively adopted live selling to reach wider consumer markets. However, the implementation of Islamic business ethics within these digital marketing practices remains an interesting issue for further investigation.

Studies regarding Islamic business ethics among MSMEs have been widely conducted by previous researchers. Most studies discuss halal certification, Muslim consumer behavior, sharia marketing, and Islamic economy-based MSME development. Kushidayati explained that halal awareness and Islamic business ethics are important factors in the sustainability of food-sector MSMEs in Indonesia (Kushidayati, 2024). Meanwhile, Mais and Hidayat stated that the implementation of Islamic principles in digital business management could increase consumer trust toward halal products (Mais & Hidayat, 2024). Nevertheless, there is a dearth of research that focuses on how halal culinary MSMEs in Padang City apply Islamic business norms in their real sales operations. Unlike traditional digital marketing, the real-time nature of live selling which relies mostly on visual and verbal communication involves ethical considerations. Thus, this research adds significantly to the growing body of literature on Islamic corporate ethics as it pertains to contemporary online advertising.

With this context in mind, the current research endeavors to examine how halal culinary MSMEs in Padang City conduct live sales in accordance with Islamic business norms. The specific

goals of this research are as follows: (1) to catalog the various live-selling techniques used by halal-cuisine micro, small, and medium-sized enterprises (MSMEs) in Padang City; (2) to examine how these practices incorporate Islamic business ethics principles; (3) to catalog the difficulties that MSME actors encounter when trying to apply IBE principles to digital marketing; and (4) to investigate how these consequences affect customer confidence and the longevity of these businesses. Based on these objectives, the research question of this study is: how is Islamic business ethics implemented in the live selling practices of halal culinary MSMEs in Padang City, and what factors influence its implementation? This study is also based on the assumption that implementing Islamic business ethics in live selling can increase consumer trust, strengthen customer loyalty, and create better business sustainability for halal culinary MSMEs.

Live selling methods among halal culinary MSMEs in Padang City were thoroughly investigated in this study using a qualitative approach and a case study method. The ability of this method to provide a thorough description of social realities from the viewpoints and experiences of business actors led to its selection. The research data was gathered by observation of live selling activities, documentation from research informants' use of social media and digital platforms, and in-depth interviews with halal culinary MSME actors. The data were also interpreted and described using frameworks from digital marketing and Islamic business ethics.

Contributions to theory and practice are anticipated outcomes of this study. This research has the potential to add to the existing body of knowledge on Islamic business ethics as it pertains to social commerce and the digital economy, specifically focusing on the live selling practices of halal MSME. In addition, the research helps pave the way for future sharia marketing studies that take into account how technology is changing. The results will hopefully help halal culinary MSME actors put Islamic values into practice through digital marketing. Furthermore, this research has the potential to inform policymakers, halal organizations, and academic institutions as they work to develop curricula and policies pertaining to sharia-compliant digital business ethics. Researchers hope to find that halal culinary MSMEs see an uptick in customer confidence, a boost to their public image, and a longer lifespan after adopting Islamic business norms in their live sales methods. However, the research may also identify several challenges such as low sharia digital literacy, intense digital market competition, and the tendency to use unethical promotional strategies to increase sales.

Therefore, strengthening education and ethical guidelines regarding Islamic business ethics in MSME digital marketing activities is necessary. The structure of this study consists of several sections. The first section is the introduction, which explains the background, research problem, research objectives, research methods, research contributions, and paper organization. Section 2 delves into the literature research on sharia digital marketing, halal cuisine MSMEs, live selling, and Islamic business ethics. The procedures followed to compile the data for the study are detailed in Section 3. The results and discussion of the study on how halal culinary MSMEs in Padang City have integrated Islamic business ethics into their real sales operations are presented in the fourth section. Findings and suggestions for future study make up the last portion.

Literature Review

Islamic Business Ethics in Digital Commerce

Islamic business ethics is a set of moral values and principles derived from the Qur'an and Hadith that regulate human behavior in economic and business activities. The main principles of Islamic business ethics include honesty (*sidiq*), trustworthiness (*amanah*), justice (*adl*), responsibility, transparency, and the prohibition of fraud, manipulation, *gharar* (uncertainty), and *riba* (usury). Islamic business principles are applied to both traditional and non-traditional forms of commerce in today's business world, including online trade and marketing through social media. According to Rangkuti (2023), an adaptive framework of Islamic business ethics is necessary in light of technological change, especially in platform-based digital commerce practices, and this requirement has been prompted by the expansion of the digital economy. For halal firms to thrive in the modern world, the study says they need to combine Islamic principles with digital technologies.

A new trend in online shopping has emerged because to the rise of live-streaming video platforms like Instagram Live, 'TikTok Shop, and Shopee. Businesses can now engage in real-time promotions and transactions because to this phenomena. Because of the propensity for forceful and convincing promotional tactics, this marketing approach does, however, present certain ethical concerns. In their study, Anwar, Balbisi, et al. (2024) stressed the need of adhering to Islamic business ethics standards when implementing TikTok Live Shopping. This includes being truthful about products and protecting consumers. According to the results, unethical live selling techniques run counter to Islamic principles of muamalah and might lead to unfair deals.

Furthermore, Muslim communities' consumption habits have been impacted by the rise of online shopping. Muslim buyers nowadays think about more than just a product's halal classification; they also analyze the marketing strategy and company ethics used by vendors, as Nurhamidah (2025) outlined in her research on halal e-commerce. Here, sharia-compliant digital marketing strategies can boost faith in halal goods among shoppers. As a result, Islamic business ethics are increasingly seen as a key component in fostering customer loyalty for online companies.

Live Selling and Digital Marketing in MSMEs

Live selling is one of the rapidly growing digital marketing innovations within the social commerce ecosystem. This strategy enables sellers to interact directly with consumers through real-time video broadcasts. Compared to conventional marketing, live selling is considered more effective because it creates two-way communication that is more personal and interactive. Laila and Sukmaningrum (2024) stated that digital marketing trends among MSMEs show a significant increase in the use of social media as a medium for product promotion and sales. The study highlighted how digital technology may enhance competitiveness and broaden market access for micro, small, and medium enterprises (MSMEs).

The increased demand for halal products has made digital marketing tactics crucial for halal MSMEs. By combining Islamic ethical principles with technology, sharia-based digital marketing can increase worldwide access for halal MSMEs (Hakim, Iswanto, & Hafeez, 2025). In addition to technical competence, the study found that moral principles and openness in corporate dealings are critical to the success of digital marketing campaigns.

The rise of live commerce, however, presents additional difficulties for micro, small, and medium-sized enterprises (MSMEs), especially in the areas of technology adoption and digital literacy. According to Adinugraha, Fikri, et al. (2024), there are a lot of opportunities for micro, small, and medium-sized enterprises (MSME) to grow in Indonesia's digital economy and halal sector. However, there are also a lot of challenges that business actors must overcome, including a lack of understanding of digital marketing ethics, fierce competition in the digital market, and limited technical knowledge. Consequently, in order to guarantee the sustainable development of MSMEs, it is crucial to employ digital marketing tactics that are in line with Islamic principles.

Halal MSMEs and Consumer Trust

Halal MSMEs play an important role in supporting the growth of the Islamic economy, particularly in countries with a Muslim-majority population such as Indonesia. Halal products are not only viewed as a religious necessity but also as symbols of quality, safety, and consumer trust. Purnomo (2023) explained that halal certification has a positive impact on the sustainability and competitiveness of MSMEs because it increases market trust in the products offered. Consumers are more likely to have faith in companies that regularly use halal principles in their products and operations, according to the survey.

An additional component in establishing credibility with customers is adhering to Islamic principles in company, which goes hand in hand with halal certification. According to Hidayat and Witta (2024), halal certification for MSMEs shows that the company is committed to ethical values and sharia compliance, in addition to being a sign that the product is permissible. Consequently, halal MSMEs can improve their reputation among consumers by open and honest business procedures.

Other studies have shown that social media has a significant influence on halal consumers' purchasing decisions. Mala and Sudarmiati (2023) found that social media marketing and electronic word of mouth had a positive influence on consumer purchase intention toward halal food and beverage MSME products. The study also explained that brand trust became the main mediating factor in increasing consumer purchase intention. This finding indicates that communication ethics and transparency of information in digital marketing greatly influence the behavior of Muslim consumers.

Islamic Ethics and Sustainability of Digital Business

The sustainability of digital business from an Islamic perspective is not only measured by economic profit, but also by moral, social, and spiritual aspects. Islam emphasizes that business activities should provide benefits to society and avoid practices that may harm others. Salsabila and Tambunan (2025) explained that the development of e-commerce-based MSMEs should consider the principles of *maqashid sharia* in order to ensure that digital business activities remain aligned with the objectives of Islamic law, such as maintaining justice, welfare, and consumer protection.

Business sustainability and sharia-compliant digital operations are also strongly intertwined. A favorable correlation between halal MSMEs' financial performance and the adoption of corporate sustainability and ethical practices was discovered by Siregar, Ramadhan, and Kamilah (2025). Customers were more loyal and the MSMEs' reputations were stronger when they consistently used Islamic ethical values, according to the study.

From a global perspective, the development of sharia trade also indicates that the integration of Islamic values into digital activities can become an important strategy for improving the competitiveness of MSMEs in international markets. Al Azroh, Ma'ruf, and Kholis (2025) explained that sharia-based global trade requires transparency, fairness, and social responsibility as the foundation for building sustainable business relationships. Therefore, the implementation of Islamic business ethics in live selling practices can become one of the strategic efforts to strengthen the position of halal MSMEs amid the competition of the global digital economy.

Research Methods

This study employed a qualitative approach with a case study design to analyze the implementation of Islamic business ethics in the live selling practices of halal culinary MSMEs in Padang City. A qualitative approach was chosen because the study aimed to gain an in-depth understanding of the experiences, behaviors, perceptions, and business practices of MSME actors in applying Islamic business ethics principles within digital marketing activities. A qualitative approach was considered appropriate for examining social phenomena that require contextual and interpretative understanding of human behavior within a specific environment (Creswell & Creswell, 2018). Meanwhile, the case study design was used because the research specifically focused on the live selling practices of halal culinary MSMEs in Padang City as a growing phenomenon in the digital economy (Yin, 2018).

This research was conducted in Padang City, West Sumatra Province, Indonesia. Padang City was selected as the research location because it is recognized as one of the halal culinary centers in Indonesia and possesses strong Islamic cultural characteristics reflected in the Minangkabau philosophy "*Adat Basandi Syarak, Syarak Basandi Kitabullah*" (ABS-SBK). In addition, the development of halal culinary MSMEs in Padang City has shown an increasing use of social media and digital platforms as marketing tools, particularly through live selling practices (Del Rosa et al., 2022). These conditions made Padang City a relevant location for examining the implementation of Islamic business ethics in digital marketing activities (Rahmat & Fitri, 2025).

The research subjects consisted of halal culinary MSME actors who actively conducted live selling through digital platforms such as TikTok Live, Shopee Live, and Instagram Live. Research informants were selected using purposive sampling techniques. This technique was used because the study required informants who possessed specific characteristics relevant to the research objectives (Sugiyono, 2022). The criteria for selecting informants included: (1) MSME actors operating in the halal culinary sector; (2) actively conducting live selling activities for at least six

months; (3) located in Padang City; and (4) willing to participate in interviews and research observations. Purposive sampling is widely used in qualitative research because it enables researchers to obtain relevant and in-depth data according to the research focus (Moleong, 2019).

Methods for gathering information for this study included detailed interviews, participant observation, and written records. To begin, we spoke with halal culinary MSMEs' owners and managers through in-depth, semi-structured interviews. Interviewees' knowledge of how live selling methods relate to Islamic business principles was the overarching goal of the study. Truthfulness in advertising products, openness of information, ethics in communicating with customers, pricing tactics, customer service, and difficulties in upholding corporate ethics during live broadcasts were some of the topics covered in the interviews. We used semi-structured interviews because they allowed our informants more leeway to elaborate on their experiences without straying too far from the key points of our study (Kvale & Brinkmann, 2015).

Second, non-participant observation was conducted to directly observe live selling activities carried out by halal culinary MSME actors on social media platforms. The observation focused on how sellers presented products, the promotional techniques used, interactions with consumers, communication styles, and the implementation of Islamic business ethics values during live streaming sessions. Through observation, researchers were able to obtain empirical data regarding the actual business practices carried out by MSME actors, ensuring that the research findings did not rely solely on statements provided during interviews (Marshall & Rossman, 2016).

Third, documentation techniques were used to complement and strengthen the research data. Documentation included screenshots of live selling activities, social media promotional content, product information, halal certificates, and other digital documents related to MSME marketing activities. Researchers also gathered statistics, papers, and supplementary materials concerning the growth of halal MSMEs and online trade in Indonesia. Because they increase the reliability and comprehensiveness of study findings, documentation methods play a crucial role in qualitative research (Bowen, 2009).

Primary and secondary data were both used in this investigation. Participants in the halal culinary MSME actors study in Padang City were surveyed and observed in order to gather primary data. Meanwhile, secondary data were collected from scientific journals, books, government reports, academic articles, and previous studies relevant to Islamic business ethics, digital marketing, live selling, and halal MSMEs. The use of both primary and secondary data sources aimed to improve the validity and depth of the research analysis (Sekaran & Bougie, 2016).

Data analysis was conducted using descriptive qualitative analysis techniques. The data analysis process referred to the interactive analysis model developed by Miles, Huberman, and Saldaña (2014), which consists of data collection, data reduction, data presentation, and conclusion drawing. The first stage involved collecting all interview results, observation notes, and research documentation. The second stage was data reduction, which involved selecting, simplifying, and categorizing data relevant to the research focus. At this stage, researchers identified major themes related to the implementation of Islamic business ethics such as honesty, trustworthiness (*amanah*), fairness, transparency, and responsibility in live selling practices.

The third stage involved presenting data in descriptive narrative form to facilitate interpretation of the research findings. Data were organized according to specific categories and patterns related to the implementation of Islamic business ethics in the digital marketing practices of halal culinary MSMEs. The final stage involved drawing conclusions by connecting the research findings with Islamic business ethics theories and relevant previous studies. Throughout the analysis process, researchers continuously compared data obtained from interviews, observations, and documentation to ensure the consistency and accuracy of the research findings (Miles et al., 2014).

To ensure data validity, this study employed triangulation techniques. Method triangulation was conducted by comparing interview, observation, and documentation results. In addition, source triangulation was carried out by comparing information obtained from different research informants. These techniques were used to enhance the credibility and validity of the research findings (Moleong, 2019). Researchers also conducted member checking by asking several

informants to re-verify interview results and data interpretations that had been conducted (Lincoln & Guba, 1985).

During the research process, researchers paid close attention to research ethics by obtaining informants' consent before conducting interviews and observations. Informants were provided with explanations regarding the purpose of the research and were assured that their identities and business information would remain confidential. Furthermore, the research was conducted objectively without data manipulation or intervention in informants' responses. Research ethics principles are essential for maintaining research integrity and protecting participants' rights (Resnik, 2020).

This research strategy aimed to fill a gap in our knowledge by examining how halal culinary MSMEs in Padang City put Islamic business ethics into practice during live sales. Research was also anticipated to shed light on the possibilities and threats that micro, little, and medium enterprise (MSME) players confront in upholding ethical business practices in the face of the exponential expansion of online trade (Hakim et al., 2025).

Results and Discussion

Result

Overview of Live Selling Practices among Halal Culinary MSMEs in Padang City

Based on interviews conducted with 10 halal culinary MSME actors in Padang City, the study found that live selling had become one of the most important digital marketing strategies used by small businesses to survive in the increasingly competitive online market. Eight informants stated that TikTok Live was the primary platform used for product promotion, while two others preferred Instagram Live and Shopee Live because of their existing customer base. The majority of informants explained that live selling provided greater opportunities for direct interaction with consumers compared to ordinary online promotion through photos or videos. In addition, seven informants reported that their sales increased between 20%–40% after consistently conducting live selling activities for at least six months. Informants also explained that live selling allowed them to demonstrate products directly, answer customer questions in real time, and build stronger emotional relationships with viewers. According to Rahma (2026), consumers tended to trust products more when they could directly observe the condition of the food during live broadcasts. Rahma (2026) stated, “Customers trust us more when they can see the product directly during live streaming because they can ask about ingredients, packaging, and halal status immediately.” This finding indicates that live selling created interactive communication that strengthened customer trust and purchasing confidence toward halal culinary products in Padang City.

Additionally, the results demonstrated that the majority of halal culinary MSMEs routinely and systematically executed live selling operations during peak shopping hours. Six of the interviewees reported engaging in live selling at least four times weekly, with the majority of that activity taking place on weekends and evenings, when internet users are more likely to be active. Live broadcasts typically featured vendors introducing products, providing ingredients and cooking methods, showing off packaging, giving discounts, and engaging with viewers through the comment section. Some informants also explained that they used storytelling strategies related to local culinary traditions to attract viewers' attention. According to Fikri (2026), live selling had become an important strategy for maintaining competitiveness because many sellers offered similar halal food products online. Fikri (2026) stated, “*Without live selling, it is difficult for small businesses to compete because many competitors sell similar products with attractive prices.*” Observational findings also revealed that sellers who actively communicated with viewers and responded quickly to questions tended to receive higher engagement and more purchase orders during live sessions. This finding demonstrates that live selling not only functioned as a promotional tool but also as a relationship-building strategy between halal culinary MSMEs and consumers.

Implementation of Islamic Business Ethics in Live Selling Practices

The interviews revealed that the majority of halal culinary MSME actors understood the importance of implementing Islamic business ethics during live selling activities. Nine out of ten

informants explained that honesty and transparency were considered the most essential ethical values in conducting online business transactions. Informants believed that consumers would quickly lose trust if sellers exaggerated product quality or provided misleading information during live broadcasts. According to Dina (2026), maintaining honesty in communication was very important because live selling involved direct interaction between sellers and consumers. Dina (2026) stated, *"We always try to explain the products honestly because consumers can immediately respond if the information is exaggerated during live streaming."* Several informants also explained that they avoided manipulating product visuals and attempted to display the actual condition of the food products being sold. Observational findings showed that some sellers intentionally demonstrated food textures, packaging quality, and serving portions during live sessions to ensure transparency for consumers. These findings indicate that ethical awareness among MSME actors influenced their communication patterns and promotional behavior during live commerce activities.

In addition to honesty and transparency, the study also found that halal assurance became one of the most emphasized ethical aspects in live selling activities. While seven out of ten informants claimed to already have halal certification, the other two said they were still working with the proper authorities to get it. Many vendors went on live broadcasts to educate viewers about halal products, processing techniques, and cleanliness requirements. Sari (2026) reports that during live sessions, viewers mainly wanted to know about halal certification and ingredients. Sari (2026) stated, *"Consumers often ask whether our products are halal-certified, so we always show the halal logo and explain the production process during live streaming."* Some sellers also displayed halal certificates directly during live broadcasts to strengthen consumer confidence. This finding demonstrates that halal transparency played an important role in influencing consumer trust toward halal culinary MSMEs in Padang City. Furthermore, the findings indicate that Islamic business ethics were not only reflected through communication ethics but also through efforts to maintain halal integrity and product accountability in digital commerce practices.

The findings further showed that politeness and respectful communication were considered important ethical principles during live selling interactions. All informants stated that they attempted to communicate politely with viewers and avoided forcing consumers to purchase products. Several informants explained that maintaining respectful language and positive interaction was part of Islamic values that should be implemented in business activities. Since customers frequently judged companies by the attitude of their salespeople during live sessions, Roni (2026) argued that ethical communication was crucial. "Business in Islam should prioritize ethics and sincerity, Roni (2026) said, *"so in live selling, we must speak politely and avoid forcing consumers to buy."* During live broadcasts, researchers noticed that viewers were more engaged and left good feedback for sellers who patiently answered customer questions. In contrast, sellers who used aggressive promotional techniques or exaggerated language often received criticism from viewers. This finding suggests that communication ethics significantly influenced consumer perceptions and business reputation in digital marketplaces.

Consumer Trust and Ethical Communication

One of the most significant findings of this study was the strong relationship between ethical communication and consumer trust. Based on interview results, nine out of ten informants explained that consumers were more likely to repurchase products when sellers provided honest explanations and transparent information during live selling sessions. Informants stated that customers appreciated sellers who clearly explained product ingredients, expiration dates, delivery procedures, and halal certification without hiding important information. According to Yuni (2026), honest communication created long-term relationships with customers and increased repeat purchases. Yuni (2026) stated, *"Customers who trust our explanations during live streaming usually become repeat buyers because they feel comfortable shopping from us."* Observational findings also showed that viewers frequently expressed appreciation toward sellers who responded openly and respectfully to questions and complaints. Several vendors stressed the importance of long-term client loyalty over short-term revenues, saying that the former was crucial to the success of the company. This

research proves that in online shopping settings, ethical contact has a beneficial effect on consumer loyalty and helps to cement long-term business partnerships.

Additionally, the study discovered that halal culinary MSMEs' reputation and image were positively impacted by ethical communication. Six informants explained that satisfied consumers often recommended their products to friends and family after participating in live sessions. Informants believed that positive customer experiences during live broadcasts encouraged electronic word-of-mouth promotion through social media sharing and personal recommendations. According to Beni (2026), consumers who felt satisfied with the seller's honesty and communication style often voluntarily promoted the products to others. Beni (2026) stated, *"Satisfied customers usually share our live streaming links with friends after they feel confident about the product quality and service."* Observations also revealed that positive comments from previous customers often encouraged new viewers to make purchases during live sessions. This finding indicates that ethical communication not only strengthened individual customer trust but also contributed to broader marketing benefits through customer recommendations and positive online engagement.

Challenges in Applying Islamic Business Ethics in Live Selling

Although most informants understood the importance of Islamic business ethics, the study identified several challenges faced by halal culinary MSMEs in maintaining ethical consistency during live selling activities. One major challenge was intense competition in digital marketplaces. Seven informants explained that competition on TikTok Live and Shopee Live encouraged sellers to create highly attractive promotions and dramatic product presentations to maintain viewer attention. Several informants admitted that some sellers used exaggerated discount claims or overstated product quality to attract consumers. According to Andika (2026), market competition created pressure for sellers to prioritize sales performance over ethical considerations. Andika (2026) stated, *"Sometimes sellers exaggerate discounts or product quality because competition on social media is very intense and viewers quickly move to other accounts."* Observational findings also showed that some sellers used excessive promotional language such as *"limited stock"* or *"biggest discount"* repeatedly during live broadcasts even when the information was not entirely accurate. This finding suggests that digital market competition created ethical dilemmas for MSME actors in balancing promotional effectiveness and Islamic ethical values.

Another challenge identified in this study was limited digital literacy regarding ethical marketing practices among halal culinary MSMEs. Five informants admitted that they lacked specific knowledge about how Islamic business ethics should be implemented in live commerce activities. Informants explained that most ethical knowledge they possessed came from general religious understanding rather than formal digital business training. According to Nurhayati (2026), there was limited guidance available regarding ethical communication and Islamic marketing strategies in live selling environments. Nurhayati (2026) stated, *"We understand Islamic ethics in general, but there is little guidance about how to apply it specifically in live selling activities."* Several informants also explained that they learned digital marketing techniques independently through social media observation and experimentation. Educators should prioritize digital literacy programs, ethical business training, and educational initiatives that focus on Islamic business ethics in online commerce to better assist halal cuisine MSMEs, according to this result.

The actors from MSME also faced the difficulty of time pressure during live broadcasts, which made it harder for them to maintain transparency and quality of communication. It was difficult for merchants to respond to each viewer individually during live sessions due to the overwhelming number of comments and queries about products. Some informants explained that they occasionally provided incomplete explanations regarding pricing, delivery processes, or product specifications because of the fast-paced nature of live commerce interactions. According to Hendra (2026), live selling required sellers to multitask continuously while maintaining attractive communication with viewers. Hendra (2026) stated, *"Comments appear very quickly during live streaming, so sometimes we cannot explain everything clearly and completely."* This condition occasionally caused misunderstandings between sellers and consumers, especially regarding promotions or delivery expectations. Therefore, the findings suggest that improving communication management and

digital interaction skills is important for maintaining ethical business practices during live commerce activities.

Discussion

The findings of this study indicate that live selling has become an important digital marketing strategy for halal culinary MSMEs in Padang City because it allows businesses to increase consumer interaction, strengthen product visibility, and improve sales performance. Most informants explained that live selling enabled direct communication with consumers and helped businesses build trust more effectively compared to conventional online promotion methods. According to Rahma (2026), customers had increased faith in items when they could see the food's condition, packaging, and halal certification in real time during live broadcasting. Similarly, Fikri (2026) outlined how, due to the abundance of comparable products offered by businesses in online marketplaces, live selling emerged as a crucial tactic for staying competitive. These results back up the work of Laila and Sukmaningrum (2024), who highlighted how digital marketing strategies for micro, small, and medium-sized enterprises (MSMEs) have been focusing on social media engagement and interactive communication to boost their competitiveness in the market. In addition, the results are in line with what Mala and Sudarmiati (2023) discovered: that halal food goods were more likely to be purchased after exposure to positive social media marketing and electronic word of mouth. So, in this age of the digital economy, the present study proves that halal culinary MSMEs get strategic advantages in expanding their market reach and improving customer relationships through live commerce activities.

During actual selling activities, the study found that the leading principles of Islamic business ethics were honesty, transparency, politeness, and halal guarantee. When asked about the importance of ethical communication in retaining customers' trust and generating repeat business, the majority of respondents acknowledged its significance. Since viewers could easily spot inflated promises or deceptive information, Dina (2026) said that vendors tried to be forthright when explaining products during live broadcasts. Also, in live commerce contacts, Roni (2026) stressed that Islamic business practices should prioritise honesty and politeness. According to Rangkuti (2023), who outlined how Islamic business ethics in the modern day ought to incorporate online business practices with honesty, accountability, transparency, and responsibility, these results are in keeping with this theoretical framework. In addition, the results corroborate those of Anwar et al. (2024), who observed that in order to prevent dishonest marketing and customer deceit, TikTok Live Shopping events should adhere to ethical communication standards and provide accurate product details. Hence, the findings of this study show that Islamic ethical principles are still very much applicable in today's online marketplaces, particularly in social commerce events where buyers and sellers engage in direct communication.

The study's other major takeaway was the correlation between trustworthy halal culinary MSMEs and ethical communication. Feedback from informants indicated that open and honest communication between sellers and buyers during live sales sessions increased the likelihood that buyers would become loyal clients. According to Yuni (2026), individuals were more likely to make repeat purchases from firms that displayed honesty and transparency during live broadcasting if they trusted the merchants' explanations. After taking part in live selling sessions, Beni (2026) found that happy customers often told their friends and family about the products. Previous research by Hidayat and Witta (2024) confirmed that consumers' trust in halal food SMEs was greatly affected by halal assurance and ethical business practices. Our findings are in line with that research. Also, the findings are in line with what Mala and Sudarmiati (2023) found: that consumers' propensity to buy halal food products was influenced by social media marketing, and that this influence was moderated by brand trust. The present study therefore strengthens previous findings by demonstrating that ethical communication in live commerce environments contributes directly to customer loyalty, positive electronic word-of-mouth, and long-term business sustainability among halal culinary MSMEs.

The study found that MSME actors encounter multiple obstacles to upholding ethical consistency during live selling operations, notwithstanding the favorable implementation of Islamic

business norms. Digital marketplaces are notoriously cutthroat, and some vendors have resorted to dishonest marketing tactics in an effort to draw in customers and boost their revenues. Because of the increasing competition on social media sites, Andika (2026) said that vendors would sometimes overstate the quality of their products or the amount they were offering discounts. Also, according to Hendra (2026), the high volume of comments from viewers at once during live streaming sessions makes it hard for vendors to provide detailed product descriptions. These findings support Adinugraha et al. (2024), who found that the rapid growth of the digital economy created challenges for MSMEs in balancing technological adaptation, market competition, and ethical business practices. Furthermore, Nurhayati (2026) explained that many MSME actors still lacked specific knowledge regarding the practical implementation of Islamic business ethics in live commerce environments. This finding is consistent with Hakim et al. (2025), who emphasized that halal digital marketing strategies require not only technological capability but also ethical literacy and understanding of Islamic marketing principles. Therefore, this study highlights the importance of institutional support through digital literacy training, ethical business education, and guidance programs specifically designed for halal MSMEs operating in social commerce platforms.

Overall, the findings of this study contribute to the development of Islamic business ethics literature by highlighting the relevance of ethical values within modern live commerce practices. This study focused on the application of Islamic business ethics within the context of real-time digital interactions between halal culinary MSMEs and consumers, as opposed to previous studies that primarily addressed halal certification, digital marketing techniques, and consumer purchase behavior independently. Integrating Islamic ethical principles into live selling operations can boost consumer trust and promote business sustainability in the digital economy era, according to the research. These principles include honesty, openness, politeness, and responsibility. Furthermore, this study confirms that ethical digital communication has become increasingly important as social commerce platforms continue to transform consumer behavior and marketing practices in contemporary halal business environments.

Conclusion

This study concludes that live selling has become an important digital marketing strategy for halal culinary MSMEs in Padang City because it enables businesses to increase consumer interaction, strengthen product visibility, and improve sales performance in the digital economy era. The findings showed that most halal culinary MSMEs actively utilized platforms such as TikTok Live, Instagram Live, and Shopee Live to promote products and communicate directly with consumers. Through live commerce activities, MSME actors were able to build closer relationships with customers by providing real-time explanations regarding product quality, halal status, ingredients, packaging, and promotional offers. The study also found that the interactive nature of live selling positively influenced customer engagement and purchasing confidence because consumers could directly evaluate products before making purchasing decisions.

This study discovered that during live selling operations, halal culinary MSMEs primarily applied the following ethical values: honesty, transparency, politeness, sincerity, and halal assurance. These values were derived from Islamic business ethics. In order to keep customers' trust and encourage them to buy from you again, most sources said that ethical communication was crucial. Providing honest product information, not making false promises, answering consumer questions courteously, and being clear about halal certification are all examples of ethical practices that can help build customer loyalty and ensure a company's long-term viability. Accordingly, the results show that halal digital enterprises that adhere to Islamic business norms are more likely to be trustworthy and long-lasting.

Nonetheless, the research did find a number of obstacles that halal culinary MSMEs encounter when trying to be consistent in their ethics while engaging in live commerce. Due to the high level of competition in online marketplaces, some sellers have put promotional appeal, such as making overly dramatic discount claims and using excessively compelling language, ahead of ethical issues. Plus, the rapid-fire nature of live-streaming interactions and low levels of digital knowledge about Islamic ethical marketing practices made it hard for vendors to provide customers

with thorough and honest information. These results show that, in addition to individual awareness on the part of business actors, institutional support in the form of digital literacy programs, ethical marketing education, and practical guidelines for halal MSMEs using social commerce platforms is necessary for the successful implementation of Islamic business ethics in live selling.

This research adds to the growing body of literature on Islamic business ethics by focusing on how halal culinary MSMEs in Padang City apply ethical principles to their live selling operations. This research emphasizes the significance of ethical communication and real-time contact in digital commerce activities, in contrast to prior studies that mostly concentrated on halal certification, digital marketing methods, or customer behavior independently. The results show that halal culinary MSMEs can thrive in the expanding digital economy by incorporating Islamic ethical concepts into live selling methods, which boosts customer trust, enhances company reputation, and helps businesses stay afloat.

Researchers should use larger samples and various halal industry sectors in future studies to broaden the scope of the current investigation. Research in the future might assess the ways in which various e-commerce platforms apply Islamic business ethics or look at how consumers feel about ethical live selling methods. The statistical impact of Islamic business principles on customer loyalty, purchase decisions, and company performance could also be quantified using quantitative methods. Because of this, we anticipate that more in-depth studies on the topic of Islamic ethics, online marketing, and the viability of halal enterprises in contemporary commercial settings will be published in the near future.

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