

# Digital Penetration of Halal Cosmetic Business in Indonesia During 4.0 Revolution

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Article Info	Abstract
<p><b>Keywords:</b> Digitization; Digital marketing; Halal cosmetics; Industry 4.0.</p>	<p>The Government launched the Roadmap of “Making Indonesia 4.0” as one of the strategies for implementing industry 4.0 in Indonesia encourages the development of various industries, including E-Commerce. Many companies also apply this technology, one of which is by utilizing digital marketing. This study aims to see the effect of digitization on the halal industry in Indonesia, especially in the field of halal cosmetics. The method used in this research is literature review with the topic of digitization that focuses on digital marketing. The object of this research is Wardah Cosmetics. From this research shows that the digitization carried out by Wardah Cosmetics in the form of digital marketing with the use of media is proven to have an effect on increasing brand awareness and digital sales of its products. It can be argued that revolution 4.0 or digitalization is very significant for economic growth in Indonesia. In addition, digital media can increase business efficiency and profits as well as as a media da'wah for the halal industry. Further research is needed regarding the application of digitization in the Islamic economy to be an important part of the Indonesian Sharia Economics Master Plan (MEKSI).</p>
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## 1. Introduction

Revolution 4.0 is not only about adapting or investing in new technologies and tools to improve manufacturing efficiency, but also about revolutionizing an industry or business through its operations and growth. Our own country, Indonesia, has entered the 4.0 era which can be observed through increasing connectivity and interaction through digital networks as well as the growing convergence of humans, machines, and other resources due to the influence of advances in technology and information.

Several strategies have been designed by the Ministry of Industry in developing the 4.0 Revolution Era in Indonesia. In April 2018, the government launched the “Making Indonesia 4.0” Roadmap as one of the strategies in implementing industry 4.0 in Indonesia. The roadmap, of course, requires collaborators such as government institutions, associations, industry participants to academic elements to actually be able to implement the strategy as a whole.

So far, the implementation that has been performed is developing relatively fast. Aligned with the increasingly widening digital penetration, entrepreneurs in Indonesia are mostly capable to fully utilize internet networking technology as a medium to operate and promote their business. One of the innovations that may be familiar is the development of E-Commerce such as Tokopedia, Blibli and Lazada. It is projected that this E-Commerce market will expanding eight times from 2017 to 2022 in Indonesia. This is of course a brilliant breakthrough that creates efficiency for the public in accessing goods or services from various industrial sectors at affordable prices. Furthermore the development of the industrial digital era is not only limited to implementation for

the marketing process but also for the production process, such as, the applications in the Green Industry where the Industrial Research and Development Agency (BPPI) has developed service innovations in monitoring industrial environment quality through the Mobile Laboratory which is expected to be able to measure gas parameters directly and the data can be viewed in real time through Information System Technology that has been developed. In addition, there are many other institutions that attempt to apply Information Technology for the production process and even utilize it as a unification integrated system.

Reported through a survey made by the World Economic Forum (survey in 2018) it is known that in 2018-2022 there will be 4 technologies that dominate the development of Revolution 4.0, that are: High-Speed Mobile Internet, Artificial Intelligence, Big Data Analytics and Cloud Technology. According to this survey, around 92 percent of companies in the future will adopt Big Data Analytics technology as a major role in the development of the 4.0 era in Indonesia. In addition, other technologies such as the Internet of Things, App- and Web-enabled markets and machine learning dominate at more than 80 percent. The adoption of this technology hopefully can increase the company's efficiency in various industrial sectors and improve the quality of the workforce to be more strategic and innovative in the incoming year.

Previously, the internet was only used as a communication tool, in contrast to this era the internet has become an inseparable part of all aspects of human life. The existence of the Industrial Revolution 4.0 causes changes in consumer behavior and encourages industry participants, especially business people to continue to innovate in order to adapt to the pace of change. In this era, digitalization of marketing is one of the main strategies implemented by many companies in the world because by utilizing digital marketing, it is easier for the companies to reach the global market also optimize operational costs and distribution time which of course will have a big impact on increasing company's sales value and profits. This study aim to analyze the effect of 4.0 revolution in Indonesian economy, the development of digital marketing in Indonesia, digital marketing in an Islamic perspective, the role of digital marketing towards one of the Islamic Economics Masterplan strategies, the effect of marketing digitalization towards increasing brand and product sales and the case study on Wardah.

## **2. Research Method**

The research method used in this paper is literature review by collecting, reading, recording and processing journals, articles and papers related to the topics discussed to find and build a theoretical basis so that researchers have a broader understanding of the problems studied. The research approach used is descriptive qualitative, that is, comparing theories with current practice. The interactive analysis model describes the process of data collection, reduction, presentation and conclusion (Rohidi, 2011: 240; Sutopo, 2002: 96 or Sutopo, 1996: 87). The initial stage is to collect information about the area through literature studies, documentation and field observations.

## **3. Results and Discussions**

### **3.1 The Effect of Revolution 4.0 on the Indonesian Economy**

The emergence of the industrial revolution 4.0 era is no longer be avoided. One of the consequence due to the emergence of this era is the advancement of information technology systems that are developing very fast and of course will make all activities more practical and

easier. The industrial revolution not only brought great influence and changes to the field of information technology systems, but also affected the social, legal and economic fields.

Almost all economic activities starting from the production process, distribution to consumption continue to change and develop to keep up with the pace of change in industry 4.0 so that the process can run more effectively and efficiently. The presence of start-up companies such as Go-Jek and Tokopedia that provides a variety of online-based goods and services is growing and developing rapidly in Indonesia. The MSME sector has a significant role in the Indonesian economy because the MSME sector contributes 61.7 percent of Indonesia's Gross Domestic Product (GDP) and has an important role in economic recovery because around 120 million of the 133 million Indonesian workforce work in the MSME sector (Lahadalia, 2020). Therefore, the MSME sector must be developed so that it can provide a substantial role in improving the regional economy and national economic strength. MSME business actors must of course always expand and develop their market reach in order to compete with other business actors by utilizing e-commerce technology which has been designed to facilitate communication and transactions between business actors and consumers. Based on a survey (Journalists, 2019) there are around 30 million Indonesia resident who are consumers and e-commerce participants which can be a big opportunity for industry participants in Indonesia. The various conveniences offered make Indonesian people, especially millennials, who tend to like things fast and instant, preferably use e-commerce, therefore e-commerce grows rapidly in Indonesia. This indicates that the general public and economic actors in Indonesia in particular have been able to adapt to the Industry 4.0 era.

The development of information technology systems will certainly change the industrial system because of the implementation of automation in all aspects. Technology can provide various conveniences as well as increase efficiency, productivity and product quality. But on the other hand, industry 4.0 has a huge impact on the employment sector. Work previously done by humans can be supported by machine power in a much shorter time. The results of the McKinsey & Company analysis show that automation in Indonesia will cause many jobs to be lost, to appear and to change. Not all jobs can be demonstrated by machines. Some sectors of work, such as plantations, mining and firefighting, will be difficult to use by mechanical power because human intervention is still required in their implementation. In addition, industry 4.0 will also create many new jobs. The use of increasingly sophisticated information technology systems requires the industry to create human resources who can make the technology system itself. For this reason, industry participants must respond to the era of the industrial revolution 4.0 wisely and carefully.

### **3.2 Digital Marketing as One of the Practices of the 4.0 Revolution**

The application of digital media, data processing and technology or in other words called digitization cannot be separated from all aspects in the current life. Including the use of digital media in communicating a product to achieve marketing goals, called digital marketing. The company's strategy in using online advertising, social media, online search engine algorithms, mobile application development, partnerships also email and blog subscriptions, website utilization, as well as product placement on the marketplace is a form of the company's current efforts to maintain relationships with customers. The ultimate goal of these strategies is none other than to get maximum sales of the product in order to achieve commercial profit.

According to Chaffey & Chadwick (2019), there are 3 main types of media channels that are currently being considered by the market, that are 1) Paid Media, 2) Owned Media, and 3) Earned Media. First, Paid Media is media that is purchased or as an investment in paying visitors, display

advertising networks or affiliate marketing, pop-up advertising and others to promote products. Paid Media aims to increase brand awareness and develop the market. Second, companies usually get closer to the market using Owned Media, which is media that is owned by the company and managed directly, such as Twitter, Facebook, Blogs, Youtube, Websites and so on therefore it is possible to create two-way communication with customers. Feedback on products from the company is obtained more quickly with this media, which will then be the basis for consideration of the company's management and production in making future strategies. Third, media that is more trusted by the market and more effective in increasing brand awareness and sales than media that are paid or made by the company (Paid & Owned Media) is Earned Media. Means all forms of media promotion efforts from external parties of the company, in which the company does not take any part in this. However, it is obtained from video reviews or unboxing, feedback, likes, word/mouth to mouth, shares, comments and other things that customers do honestly without an agreement with the company. These contents indirectly become testimonials from consumers, so that new potential consumers will take the content into consideration for making consumption decisions.

In addition, Chaffey and Smith (2017) also explain the benefits of digital marketing in their book. The first benefit is identification, where companies are given the convenience of finding out customer wants and needs via the internet. Then anticipating, companies can anticipate their resource needs based on market demand which is easily seen from the results of public shopping transactions in the marketplace. And satisfaction, where the company can easily find out the level of customer satisfaction for a product as material for the company's internal evaluation.

### **3.3 Digital Marketing in Islamic Perspective**

In an Islamic perspective, marketing is defined as all processes and strategies of sellers to deliver halal goods and services to meet the needs of buyers by contract or mutual agreement made by sellers and buyers to achieve the benefit of many people, both in this world and in the hereafter (Haque & The, 2003). 2011). In the theory of purchasing power, it is explained that in a religious society, how far a person's understanding of his religion will greatly affect the consumption behavior of that person. A person's religious ethics become the main factor in making decisions in consumption activities. To meet the needs of consumers in these religious communities, companies must implement strategies according to their preferences.

The concept of marketing in Islam is included in mu'amalah activities, where the basic principle of mu'amalah is that it is permissible until there are arguments against it. Marketing, especially the use of digital media by companies as a strategy, is perfectly permissible as long as there are no elements or things that violate sharia. If this method is believed to be able to market products more effectively, then there is no reason not to apply it. In addition, the use of digital media can also be a means of da'wah for companies (Alomari K.M., et al. 2020).

### **3.4 Digital Marketing Trends in Indonesia**

In Indonesia, the application of digital marketing has become a trend lately. Marketers see a huge opportunity in marketing their products in a digital way like this, seeing internet users in Indonesia always increasing by 10% every year according to the Association of Indonesian Internet Service Users. Based on the observations of researchers regarding the 3 main types of media channels according to Chaffey & Chadwick in their previously discussed book, of course, Indonesian marketers have implemented digital marketing in these 3 types. Marketers continue to

develop many digital marketing strategies with updates according to the latest market conditions. Digital marketing strategies that have the most influence on competitive advantage include simple product search features, many special offers, the ability to develop markets, clear product descriptions and information (Wardhana, 2015). The digital marketing strategy is implemented by various business industries in Indonesia, including the halal business industry, such as culinary, fashion, tourism, services, and the halal cosmetic industry.

### **3.5 Digital Marketing as Part of The Digital Economy Strategy in The Indonesian Sharia Masterplan**

The government has finally officially launched the Indonesian Sharia Masterplan for the period 2019 to 2024 as one of the strategies to strengthen the development of the Sharia Economy in Indonesia. In the discussion of the master plan itself, 4 main steps have been summarized which will be the benchmark for how a comprehensive strategy can be carried out. One of the steps is about strengthening the digital economy, especially in the industrial sector through E-commerce, Marketplace, and even financial technology. Conferring about E-commerce and Marketplace, the relationship will be very closely related to how a company can use the digital platform to do digital marketing. In addition, of course, to implement the main strategy in the master plan and support digital marketing in the halal industry, public awareness is needed, good education regarding the use of technology to support the quality of human resources and not to forget the development of research, fatwas, regulations, and other matters synergized.

### **3.6 Digital Marketing on Halal Cosmetic Brand**

Indonesian halal cosmetic brands that are MUI certified, such as Wardah Cosmetics, Sariayu, BLP Beauty, Zoya Cosmetics, ESQA and others also follow the trend of using this digital marketing strategy. They place paid advertisements on various digital media, manage social media such as Instagram, Facebook, Twitter, Youtube, Websites and others. In addition, it is very important for cosmetic manufacturers to have Earned Media. Where influencers and beauty vloggers will make video reviews, feedback and tutorials on cosmetic products from these products. Generally, before buyers decide to buy cosmetic products, they will seek more information about a product that is suitable for them. These influencers and beauty vloggers play an important role as providers of this information. From the company side, this can reduce a fairly large marketing expense and increase sales. Because the next branch of digital marketing is digital sales.

Digital sales have a large positive influence on people's buying interest due to the easy, fast, and wide spread of information through digital marketing (Yanti & Darwanto 2021). Some technical obstacles such as the unavailability of store branches and the unavailability of offline advertising media in certain areas can be overcome with this digital marketing and digital sales technology. For example, the halal cosmetic brand Wardah Cosmetics, one of the digital marketing strategies of the Earned Media type in the form of Word of Mouth, where some people recommend and or convince Wardah products to others are proven to determine the purchasing decisions of Wardah products (Robustin & Fauziah 2018).

### **3.7 Digital Marketing for Wardah as A Pioneer of Halal Cosmetics in Indonesia**

Wardah is a halal cosmetic brand from Indonesia which is under PT Paragon Technology & Innovation (PTI) and was founded by Nurhayati Subakat since 1995. Wardah offers a variety of halal products starting from skincare, make up, hair care to body care. Every year Wardah manages to launch approximately 200 international standard products at affordable prices because Wardah continues to do research so that it can always present halal cosmetic products (dr. Sari Chairunnisa, 2019). More than using quality halal raw materials and of course safe to apply to the skin, the entire development and production process of wardah also follows Islamic Shari'a laws. Therefore, Wardah has always won the Halal Award from LPPOM MUI since 2016. Wardah has also aggressively carried out the 'Halal from the Beginning' campaign which aims to increase public awareness of the importance of using halal-labeled products and after 20 years, Wardah has finally succeeded in increasing public demand for these products and managed to become the first Indonesian brand to be nominated for the 2014-2015 Global Fastest Growing Brand. The increase in public demand for halal products occurs because the demand for halal products does not only come from the Muslim community, but also non-Muslim communities make the use of halal products as a lifestyle because the safety and quality of the products are guaranteed.

Wardah as a pioneer of the halal cosmetic industry in Indonesia is one of the companies that greatly dominated product sales in several digital platforms. This can be observed by the growth of Wardah's sales number in every E-Commerce such as Tokopedia, Lazada, Blibli and many others. In addition, the number of posts or content on each of their social media and website is also one of the reasons why this brand is so popular even ranks at the top of the Google Monthly Search in 2020 (Report based on the Beauty Brand survey created by Digimind).

Moreover, during the current pandemic, digitization is the main support for Wardah to be able to survive and even increase sales and the good name of his brand. They are quite active and aggressive in utilizing every digital-based element for their marketing strategy. For example, during the pandemic, Wardah was very active in making zoom-based online visits to several educational institutions to promote some of the campaigns they have. In addition, they also had time to conduct several online Islamic studies in the month of Ramadan by inviting collaborations of several clerics and the Islamic community.

Similar with other companies, Wardah has also recruited several Brand Ambassadors such as Sandra Dewi, who is strong in providing Influence through digital platforms such as Instagram and Youtube. Thus, it is understandable that Wardah becomes one of the well-known local halal products on various platforms, both social media and E-Commerce.

### **3.8 The Effect of Marketing Digitalization on Brand Improvement and Product Sales and the Case Study in Wardah**

Advances in technology and information systems can be used to develop a business. Marketing is one of the important aspects that must be considered in doing a business because by mastering these aspects, a company will be able to layout its market share and can also analyze the feasibility of the business so that the company can find out whether the business can be realized or not. The emergence of the industrial era 4.0 encourages businesspeople to implement the concept of digital marketing. The digital marketing strategy is considered more promising because it allows consumers to obtain and find out information about the products being marketed more easily. The existing of digital marketing makes business actors easier to monitor sales results, demands, as well as target market needs. Besides that, consumers can also find and know product

information easily and practically while finding the best product choices in terms of price, quality, and location. (Purwana et al, 2017).

Digital marketing is one of the main factors that can maintain and even increase brand awareness. Brand awareness itself means the ability of consumers to remember the brand, logo or slogan of the products offered and is usually used as a benchmark for the performance of a company's brand. Brand awareness plays an important role in making consumer decisions to buy a product because generally consumers will prefer to use products or services that have brands that they already recognize and they trust, therefore brand awareness can also add value to a product and increase consumer loyalty to a certain brand. The results of a previous study entitled "Importance of brand awareness and brand loyalty in assessing purchase intentions of customers" show that brand awareness has a strong positive influence on consumer interest and purchasing power. When it comes to Wardah, according to the Beauty Brand Report survey conducted by Digimind.id, it can be seen that Wardah is one of the pioneers of halal cosmetics that has a fairly high Brand Awareness where the search for beauty products on Google is abounded by Wardah and the total sales of its products on various E-commerce sites is at the top of the list compared to other cosmetic businesses.

Building brand awareness through digital marketing certainly requires creativity and a more detailed approach so that the products offered are different from competitor companies and can always be remembered by the target market of the company. Business actors can use social media and websites to promote their products by creating marketing content in the form of script, images and videos that are unique, high quality, and provide clear information about the products offered. It is also necessary to create marketing content that can follow and adapt to trends and designated consumers. This can attract people's attention to the brand offered. Establishing relationships with influencers such as musicians, actors, celebrities, YouTubers, and athletes is also one thing that is quite effective in increasing brand awareness because influencers have a big impact on their followers and with that if the influencer uses and posts products or brands from a certain company. the company's social media, the followers of the influencer will usually find out and visit the social media accounts of the brand and will increase engagement as well as the value of product sales from the related brand. This is what Wardah does where they are very aggressive in establishing relationships with influencers and using social media platforms to provide a lot of creative and interesting content.

Economic community behavior is greatly influenced by technological developments in the era of the industrial revolution 4.0. At that moment, many economic participants in Indonesia are using e-commerce to fulfill their daily needs. According to a survey conducted by Hani and Halwa in 2019 showed that most Indonesia citizen prefer to use e-commerce when shopping because it is easier and more practical. Vanti Eka Satya said that technological developments in the era of the industrial revolution 4.0 in Indonesia must be handled wisely because the development of information systems and technology will change the industrial system and have a considerable impact on the employment sector in Indonesia. Research conducted by Sri Peni and Titis Puspita on one of the Micro, Small and Medium Enterprises (MSMEs) in Indonesia shows that the era of the industrial revolution 4.0 encourages MSME actors to change their marketing strategy by utilizing digital marketing so that they can reach a wider market which will increase the value of sales and profits obtained. According to the book written by Chaffey together with Smith (2017) and Chadwick (2019) provide a complete explanation of the meaning of digital marketing, the benefits, advantages, and disadvantages of digital marketing which are the basis for considering a company to use digital marketing. technology and data to help selling their products. In addition, Chaffey-Chadwick also discusses the main media used in general digital marketing.

One of the main media that Chaffey describes in his book is the importance of having Earned Media. Using Earned Media for a company can reduce marketing costs quite high while increasing sales. This is very effective compared to Paid Media, although there are some products that suitable for Paid Media. In their research, Robustin and Fauziah (2018) prove that there is a significant influence between Word of Mouth which is one of the Earned Media related to product purchasing decisions. The product discussed is Wardah Cosmetics. Based on research conducted by Femi Oktaviani and Diki Rustandi in their journal, it shows that digital marketing through social media by carrying out various promotional activities such as advertising and building many relationships can increase brand awareness because with digital marketing, the public in general and consumers specifically will be easier to get information about the products offered by producers or business actors.

In this study, it is discussed further about Islamic perspective of digital marketing, especially in the halal industry in the cosmetic field. In 2011, Alom and Haque in *Marketing: An Islamic Perspective* also explained the concept of digital marketing as part of the muamalah practice, where its implementation is allowed as long as it does not against Sharia provision, and the goal is to give mashlahah to many people both in this world and in the hereafter.

According to Alomari and Tim (2020) a consumer's decision making on a product is also influenced by a person's ethics in behavior, including religious ethics. Thus, there is nothing wrong for the seller to adjust the preferences and character of the target market. According to them, there is no harm in adjusting marketing methods following technological advances to meet demand, rather than sticking to conventional systems.

Bisnis.com article written by Hadijah Alaydrus, stated that the government has ratified the Sharia Economic Masterplan for the period 2019 to 2024. The discussions include strengthening the Halal Value Chain, strengthening the sharia financial sector, developing halal MSMEs and strengthening the digital economy. Furthermore, based on an article quoted from AntaraNews.com, the government is intensively thinking about a strategy in order to make the roadmap of "Making Indonesia 4.0" can be an opening road for the development of various industrial sectors in the future. Moreover, there are many neighboring countries that are ready to implement this strategy, such as Malaysia and Singapore. The implementation of revolution 4.0 hopefully can be an answer to the industrial development challenges in Indonesia and can improve the country's economy thoroughly.

Observed from Kumparan.com, Revolution 4.0 is a trend that cannot be avoided since digital penetration continues to develop. Currently, the government is quite aggressively conducting socialization related to the application of industry 4.0 in Indonesia. Although the practice itself will cost quite a lot. Analyzed from the perspective of efficiency and productivity, the 4.0 revolution and its application to the field of entrepreneurship will provide an excellent breakthrough for the development of the industrial economy. Based on a survey conducted by Digimind or the Digital Marketing Association in Indonesia, data shows that Wardah Cosmetics Brand has excellent sales reports on E-Commerce such as Tokopedia, Shopee and other E-Commerce and achieved total sales of 7.37 million products. In addition, this brand also occupies the top position for the most mentioned about beauty products according to Google Monthly Search. This might be due to the high awareness of the importance of digital marketing, which is represented by the data on the number of posts or content that they always provide on social media pages and websites. Republica.co.id said that Wardah had a new strategy in promoting its products during the pandemic through digital marketing. Currently, in order to help overcome the effects of the Covid-19 pandemic, they are quite aggressively conducting online-based social campaigns in



the form of charities and Corporate Social Responsibility (CSR). This is expected to increase the brand's good name as well as help the community and government in dealing with the pandemic.

#### 4. Conclusion

Revolution 4.0 has a significant impact on economic growth in Indonesia. Business participants can increase efficiency and profits in their business with digital penetration. Including the halal industry, where digital platforms can be a medium of da'wah to increase awareness of Muslims in Indonesia on the importance of using halal products in everyday life. Then, if we look at the implementation and its impact on Wardah's business, where their product sales on the E-Commerce platform are ranked at the top, this can be a motivation for resellers and other halal cosmetic SMEs in developing their business through digital marketing. Digital Marketing can be the beginning to implement digitalization as a whole in various industrial sectors, especially in the halal industry. MSMEs may create a partnership with industrial sector that are focusing in Hi-Tech to optimize digital services for the society. The application of digitalization can initiate synergies between the halal industry and Islamic finance, that is expected to encourage Islamic financial institutions to help Halal MSMEs financially to develop their businesses. Eventually, after those two components have synergized, the Islamic economy in Indonesia will continue to develop well. Digital marketing in the halal industry needs to pay attention to human resources who will not exploit their authority for unfair marketing. So, it is very important for every company or entrepreneur to provide education about the use of internet or digital networks to related employees so it doesn't cause any losses to many parties. Because in the future the higher level of technology progression, there is no limit in accessing data or using it for various purposes, moreover if there is an increasing dependency of individuals/groups on the technology.

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