

BUKTI KORESPONDENSI
ARTIKEL JURNAL INTERNASIONAL BERUPUTASI

Judul Artikel : [Metaverse integration in halal marketing: charting new avenues for promoting ethical consumption](#)

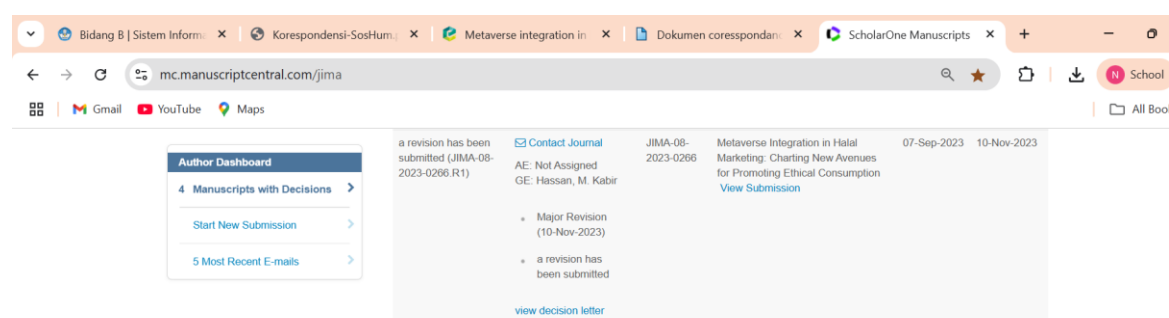
Jurnal : Journal of Islamic Marketing

Penulis : [Neng Susi Susilawati Sugiana, Ratih Hurriyati, Vanessa Gaffar, Puspo Dewi Dirgantari, Bambang Widjajanta, Disman Disman, Agus Rahayu, Lili Adi Wibowo.](#)

Sebagai Penulis 1 dan Korespondensi

No.	Perihal	Tanggal
1	Submit awal dan Muncul Major Revisi.	07-Sep-2023 - 10-Nov-2023
2	Review ke 1, Submit revision ke 1 (JIMA-08-2023-0266.R1)	03-Jan-2024 24-Jan-2024
3	Review ke 2. Submit revisi ke 2 (JIMA-08-2023-0266.R2)	24-Mar-2024 08-Oct-2024
4	Accepted (JIMA-08-2023-0266.R3)	15-Oct-2024 03-Nov-2024
5	Keluar LOA	15 November 2024
6	Article publication.	26 November 2024

1. Submit awal dan Muncul Major Revisi (07-Sep-2023-10-Nov-2023



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Decision Letter (JIMA-08-2023-0266)

From: mhassan@uno.edu
To: nengsugiana@upi.edu
CC:
Subject: Journal of Islamic Marketing - Decision on Manuscript ID JIMA-08-2023-0266
Body: 10-Nov-2023

Dear Ms. Sugiana:

Manuscript ID JIMA-08-2023-0266 entitled "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" which you submitted to the Journal of Islamic Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/jima> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

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IMPORTANT: Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

Because we are trying to facilitate timely publication of manuscripts submitted to the Journal of Islamic Marketing, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Once again, thank you for submitting your manuscript to the Journal of Islamic Marketing and I look forward to receiving your revision.

Sincerely,
Prof. M. Kabir Hassan and Dr. Abdalmuttaleb Al-Sartawi
Guest Editors, Journal of Islamic Marketing
mhassan@uno.edu
amasartawi@hotmail.com

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Reviewer(s) Comments to Author:
Reviewer: 1

Recommendation: Minor Revision

Comments:
Dear Author
I think it's good article but it's better to mention the study limitations and future research, then will be perfect.

Additional Questions:

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Dear Author
I think it's good article but it's better to mention the study limitations and future research, then will be perfect.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication? Yes it is
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored? Yes it is
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate? Yes it is
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper? Yes it is
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper? Yes it is
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes it is

Reviewer: 2

Recommendation: Major Revision

Comments:
Certainly, the topics of the metaverse and halal marketing are intriguing and have gained significant attention in recent times. However, the authors should encompass appropriate and supporting information to justify its publication.

To enhance the quality of communication, the paper would benefit significantly from:

- Providing contextual explanations for technical jargon and concepts.
- Restructuring complex sentences for better readability.
- Reducing the excessive use of acronyms or providing clear definitions when introduced.
- Ensuring a balance between technical specificity and accessibility for a broader readership.
- Improving the clarity and readability of the paper is essential for effective communication within the field and for broader engagement within the journal's readership.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication? Certainly, the topics of the metaverse and halal marketing are intriguing and have gained significant attention in recent times. However, the authors should encompass appropriate and supporting information to justify its publication.
2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored? Unfortunately, the paper lacks a comprehensive grasp of the existing literature in the field. The range of cited sources is limited and fails to encompass the breadth of available research on the subject. There is a notable absence of seminal works and recent publications that could provide crucial context and support to the arguments presented. Ignoring significant studies hampers the paper's depth and overall credibility, as it overlooks essential perspectives and findings that could potentially strengthen the research's foundation. An expanded and more diverse selection of sources is required to create a more well-rounded and substantiated discussion within the paper.
3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate? This study failed to fully integrate the qualitative and quantitative components, leading to a disjointed or fragmented analysis. Integration should be seamless, with each method enhancing and informing the other. Researchers need to carefully plan the timing and sequence of data collection and analysis for the two components (qualitative and quantitative) to ensure that the methods complement each other and that the study's goals are met. Researchers required to address ethical issues related to data collection, analysis, and reporting along with a clear theoretical framework that justifies the integration of both methods.
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper? The presentation of results within the paper appears somewhat convoluted and lacks a coherent analysis. The data seems scattered, making it challenging to draw clear correlations or derive meaningful conclusions. There is a lack of a cohesive link between the findings and the broader context or theoretical framework, which weakens the strength of the conclusions. The analysis of the results seems superficial, lacking in-depth exploration or critical evaluation of the findings. This oversight diminishes the paper's overall credibility and fails to demonstrate a robust understanding of the subject matter. Furthermore, the conclusions fall short in tying together the various elements of the paper. They appear disconnected from the research presented, failing to effectively synthesize the key points or offer comprehensive insights that could unify the different sections of the paper. In summary, the results lack clarity and depth in their analysis, and the conclusions fail to effectively integrate the various components of the paper, leaving the overall work disjointed and inconclusive.
5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper? The paper failed to provide a distinct connection between theoretical concepts and practical applications. The discussion lack tangible, actionable implications for researchers, practitioners, or society. The paper does not effectively illustrate how the research findings can be utilized in practical settings. There may be a lack of concrete examples or strategies for implementing the insights gained from the study in economic or commercial contexts, hindering any potential real-world impact. Moreover, this study should sufficiently discuss how its findings could influence or shape public policy, particularly in the context of halal marketing within the evolving landscape of the metaverse. Further, its findings might not offer substantial insights or advancements that significantly enhance the understanding of halal marketing within the metaverse.
6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: The paper heavily relies on technical jargon without adequate explanations, making it inaccessible to a wider audience. The excessive use of field-specific terminology without context hampers comprehension, particularly for readers not deeply entrenched in the subject matter. Sentences tend to be convoluted and overly complex, making the text difficult to follow. The lack of coherent structure affects the flow of ideas and obstructs the reader's comprehension. The paper fails to clarify key concepts or methodologies that are fundamental to the field. It assumes a level of pre-existing knowledge that might not be universal present among the readership of the journal.

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Guest Editors
Major revision
you have to address all the comments raised by the reviewers additional to focus more on the practical and theoretical implications of your study. Also you need to proof edit your paper to avoid the language errors. Finally you need to clearly justify the need of your study in term of previous studies and methodology.

Date Sent: 10-Nov-2023

Close Window

2. Review ke 1, Submit revision ke 1 (03-Jan-2024 24-Jan-2024)

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5 Most Recent E-mails

a revision has been submitted (JIMA-08-2023-0266 R2)

Contact Journal

AE: Not Assigned
GE: Hassan, M. Kabir

JIMA-08-2023-0266 R1

Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption

03-Jan-2024 24-Jan-2024

Major Revision (24-Jan-2024)

a revision has been submitted

view decision letter

Journal of Islamic Marketing

Decision Letter (JIMA-08-2023-0266.R1)

From: mhasan@uno.edu
To: nengugiana@upi.edu
CC:
Subject: Journal of Islamic Marketing - Decision on Manuscript ID JIMA-08-2023-0266.R1
Body:

24-Jan-2024

Dear Ms. Sugiana:

Manuscript ID JIMA-08-2023-0266.R1 entitled "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" which you submitted to the Journal of Islamic Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s) comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/jima> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

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Because we are trying to facilitate timely publication of manuscripts submitted to the Journal of Islamic Marketing, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Once again, thank you for submitting your manuscript to the Journal of Islamic Marketing and I look forward to receiving your revision.

Sincerely,
Prof. M. Kabir Hassan
Guest Editor, Journal of Islamic Marketing
mhasan@uno.edu

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Reviewer(s) Comments to Author:
Reviewer: 1

Recommendation: Minor Revision

Comments:

Dear Author

It's very interesting topic but it needs some correction.

1. The question is not cited from where you taken the dimensions.

2. The limitations aren't mentioned.

3. Future reaches: it should be mentioned since this will guide the researchers to investigate in these issues

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication? Yes it does

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored? Yes it does

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate? Yes it does

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper? Yes it is

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper? Yes it does

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes it does

Reviewer: 2

Recommendation: Major Revision

Comments:

This is an interesting topic. try to improve the quality of your work for publication.

Additional Questions:

1. Originality: Does the paper contain new and significant information adequate to justify publication? In the rapidly evolving landscape of scientific research, the quest for new and significant information is a perpetual endeavor. Paper that delves into the critical task of synchronizing diverse and groundbreaking findings to create a cohesive narrative that justifies publication. The journey from raw data to a publishable manuscript often requires meticulous orchestration, ensuring that the various components harmonize seamlessly to contribute meaningfully to the scientific discourse. Therefore, this study requires further work to synchronize the paragraphs and headings such as imitations and future research directions should be included using a separate heading.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? The authors have not sufficiently engaged with existing research in the field. There are some common issues has been found such as the absence of widely recognized studies that are directly relevant to the research topic may indicate a lack of familiarity with the core literature. Moreover, the failure to acknowledge contradictory evidence or conflicting viewpoints in the literature that can weaken the paper's credibility. Also, the literature is cited, the authors have not provided proper context or adequately connect the cited works to the research questions, indicating a superficial engagement with the material. Further, the citations used inside the writings had not used proper procedure.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Assessing the foundation of a paper's argument, the quality of the underlying theory, concepts, and research design is crucial for evaluating its overall credibility. Here are some key considerations that the authors required to change for the methodology section. No sampling method, data collection techniques, and overall methodology were employed in this study to ensure they are appropriate for the research objectives. Proper justification for the use of the methods employed are suitable for the research design is required. For example, qualitative methods (interviews, content analysis) may be more appropriate for certain research questions than quantitative methods (surveys, experiments), and vice versa.

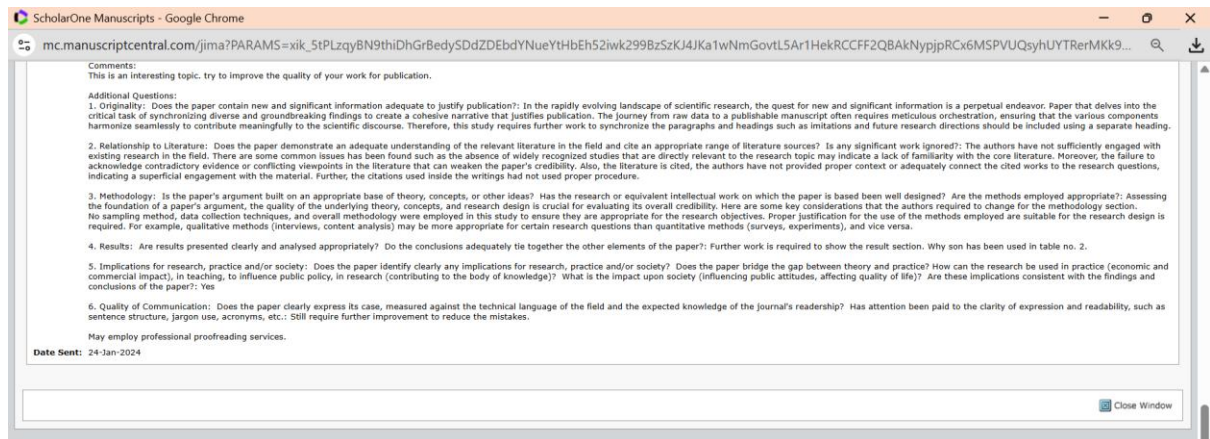
4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper? Further work is required to show the result section. Why son has been used in table no. 2.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper? Yes

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Still require further improvement to reduce the mistakes.

May employ professional proofreading services.

Date Sent: 24-Jan-2024



Revisi Jurnal ke 1 (lampirkan artikel)

"Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption"

Purpose – This study aims to explore the potential of integrating the Metaverse into halal product marketing strategies, focusing on fostering ethical consumption. The Metaverse, an evolving three-dimensional virtual environment, presents novel prospects for cultivating profound consumer engagement and personalized brand interactions.

Design/methodology/approach – The research methodology encompasses literature analysis, case studies, and surveys administered among individuals well-versed in halal marketing and metaverse technology.

Findings – The findings underscore that incorporating the metaverse into halal marketing holds significant promise in broadening market outreach and augmenting consumer awareness regarding halal products. The utilization of interactive virtual environments empowers consumers to immerse themselves in products, nurturing more potent emotional bonds with brands, and nurturing a deeper comprehension of the sustainability and ethics underpinning halal items.

Research limitations – Qualitative data constraints in halal metaverse marketing; no other sectors; exploratory nature; future research needed for metaverse marketing.

Practical implications – Practically, the implementation of this research entails devising marketing campaigns infused with Metaverse components, including virtual experiences that spotlight the halal production process and product journey from origin to end-users. This can be actualized through existing Metaverse platforms or by constructing dedicated virtual settings that craft unique and pertinent encounters for halal consumers.

Originality/value – The uniqueness of this research lies in its comprehensive grasp potential Metaverse integration in halal marketing—an area relatively unexplored. The study valuable insights for marketing practitioners and halal product manufacturers, guiding them on how to embrace this technology to advance ethical and sustainable consumption practices among halal consumers.

Keywords: Metaverse, Halal Marketing, Ethical Consumption, Technology Integration, Virtual Environment.

Introduction

Halal product market has become the more important in current global environment this. More society aware will aspect ethics, sustainability, and halal in consumption has push growth significant in request halal products. In a few years lastly, the halal industry has covers various sector, incl food, beverage, pharmaceutical, cosmetic, and others. Consumer now more understand importance choose suitable product with religious and ethical principles,

as well consider impact to environment and society. Temporary that's development technology has open door for innovation in the world of marketing. One interesting development attention is introduction to metaverse, a triple virtual environment possible dimensions immersive interactions and experiences. Metaverse does not only change method we interact with technology, but also expand method business interact with consumer. Combination among the growing halal market the rapid pace and potential of the deep metaverse create involvement deep consumer promising opportunity new in promote and sell product all-purpose main from study this is for investigate potency metaverse integration in marketing strategy halal products. Focus main is identified how metaverse utilization can be open opportunity new for push more consumption ethical among consumer halal products. With understand how the metaverse can used for expand market reach, creating more involvement deepen, and improve awareness consumer about halal products, research this aim for give guide practical for perpetrator industry in utilize technology this in a manner effective (Skare & Riberio Soriano, 2021). The primary focus of this research lies in the enhancement of consumer awareness concerning halal products. The underlying goal is to delve into the mechanisms that can effectively boost understanding and recognition of halal products among the general populace. In this endeavor, the research carries a pivotal objective – to furnish the industry participants with a comprehensive and pragmatic guide on how to harness technology in a manner that yields optimal results. In a world dominated by technological advancements and digital interactions, the significance of disseminating information efficiently cannot be overstated. Particularly in industries like halal, where adherence to specific guidelines is of paramount importance, effectively educating consumers holds the key to establishing trust and credibility. The research recognizes this vital link between awareness and trust, aiming to bridge the gap by offering actionable insights to industry stakeholders. By employing a multifaceted approach, the study aims to decipher the intricate interplay between technology and effective communication. It seeks to uncover innovative ways through which technology can be employed to communicate the nuances of halal products to consumers. Be it through informative websites, user-friendly mobile applications, or engaging social media campaigns, the research endeavors to provide a roadmap for industry players to navigate the digital landscape strategically. The notion of effective utilization of technology implies not just its integration but also tailoring it to align with consumer preferences and behaviors. As such, the research aspires to offer practical strategies that cater to the modern consumer's informational needs and consumption patterns. By amalgamating technological tools with consumer insights, the study envisions a scenario where the industry stands equipped to cater to the evolving demands of a tech-savvy audience. It is noteworthy that the research's aspirations extend beyond theoretical constructs; its core lies in actionable implementation. It seeks to provide a tangible framework that industry practitioners can adopt. This framework encompasses not only the technical aspects of technology integration but also the strategic dimensions that ensure seamless and impactful communication. Study this own strong significance in a number of aspects. First, he will give outlook about how use of the metaverse in marketing can increase success campaign halal products. Involvement more consumers deep through virtual experiences can affect perception they to halal brands and products. Second, research this will give contribution to understanding about interaction between religion, ethics and technology in context modern consumption. Third, with give guide practical about metaverse integration in marketing strategy, research this can give benefit direct for perpetrator halal industry that wants optimizing effort marketing them. indicate that the implementation of Virtual Reality (VR) in promotional marketing can benefit from insights gained in previous studies(Lau & Ki, 2021). Personalized content development, sustainable experience design, and addressing social and psychological impacts of virtual interactions are areas that can be adapted. Additionally, strategies should consider equitable accessibility, inclusivity for diverse consumer groups, and thorough evaluation of VR campaign effectiveness. Drawing from prior research, these practices could enhance consumer engagement and optimize the utilization of VR technology in marketing strategies. (Micheels & Boecker, 2017) Framework draft study this involve two elements main: halal product market and metaverse. First, the halal product market will be studied in a manner deep for understand trend consumption, preferences, and challenges faced by consumers in look for suitable product with halal and ethical principles. Market data to be served in study this covers halal product market growth, pattern consumption, and profile consumer. Second, the metaverse will explored as tool innovative marketing. Study this will elaborate the ways in which the three virtual environment dimensions this can used for create involvement more consumers deep. Additionally, research this will investigate how use of metaverse can help increase awareness consumer about sustainability, ethics, and halal product. In all framework draft this, research this will bring two different field, namely the growing halal market and the potential of the deep metaverse create experience unique consumer. Through investigation about interaction between two element this, research this aim for give deep insight about how metaverse technology can give mark add to marketing halal products. With combines data on the halal market and the potential of the metaverse, research this will give more

guide comprehensive about how practitioner marketing and producers halal products can use technology this for push consumption ethical and sustainable among consumer them.

Literature review

A. Metaverse concept

Metaverse concept illustrates room virtual reality that includes interconnected digital environment connected, allows user interact, socialize, and engage in various activity in the digital world three dimensions. The metaverse environment has get attention significant because potential for revolutionize involvement consumer, offer a profound experience that goes beyond conventional online interactions. Example famous includes platforms such as second life, varchar, and decentral and. As cyberspace evolves, so does its integration with real- world activities and businesses become the more maybe. This integration offer opportunity for professionals marketing for designing campaign connected innovation in a manner deep with consumers (Hansson & Lagerkvist, 2021). Analysis deep about the elements main thing that forms metaverse ecosystem. Covers technology, function, and interaction user, article this detailing the driving research agenda more understanding in about aspects this. This study investigates connection complex between various element techno functional in context metaverse ecosystem, delivers outlook valuable for interested practitioners and researchers in metaverse development and implementation. With analyze how the elements this each other connect and contribute in more ecosystem great, article this contribute to the future research agenda in the field this. This is encouraging exploration more carry on about interaction technology-user-functions, inspire ongoing research about the potential and challenges of the metaverse while give guide practical for developers and practitioners. Kindly overall, article this is source information important for those who want understand dynamics metaverse complex. Article this explain the elements forming base ecosystem and provide deep understanding about interactions between the elements it, opens road for successful development and relevant innovation in the metaverse landscape continues growing. (knar & varsha, 2023), analysis the analyze metaverse phenomenon of various corner view multidisciplinary, with focus on challenges, opportunities, and emerging research, practice and policy agendas. Writers summarizes perspective from various science and sector for help understanding about implication practical and theoretical from metaverse development. Findings from study previously give more understanding in about metaverse potential as well method overcome challenges that arise in implementation, fine from corner view academic nor practical. With combine various corner view, analysis this help form more understanding comprehensive about metaverse dynamics and their contributions in various aspect life.(Dwivedi et al., 2022).

B. Halal marketing

Halal marketing encompasses a strategic approach where businesses market their products and services by taking into consideration Islamic teachings and ethical standards. This involves adhering to halal certification requirements, ensuring that ingredients, production processes, and promotional practices are consistent with Islamic principles, and meeting the expectations of Muslim consumers (*O'Reilly et al., 2013*). Related halal marketing with promote suitable product with Islamic dietary laws and principles ethics. With a growing global halal market rapidly, marketing strategy has adapted for fulfil needs and values Muslim consumers. Build trust and authenticity is key in lawful marketing. Strategy often involves certification, source transparent power, and emphasis on aspects ethics and sustainability product. Research by Salahuddin et al. (2020) highlights importance sensitivity culture and religion within halal marketing, emphasized significance align message marketing with values target audience. Halal marketing refers to the strategic approach adopted by businesses to promote and market products or services that adhere to Islamic principles and guidelines. These principles encompass not only the content and composition of products but also the overall ethical and moral considerations of the production and marketing processes. Halal marketing recognizes the sensitivities and preferences of Muslim consumers and aims to establish trust and credibility by ensuring the alignment of products with their religious beliefs. Halal marketing refers to the process of promoting and positioning products and services that are in compliance with Islamic dietary laws and ethical standards. It involves ensuring that the content, production methods, and overall

business practices align with Islamic principles, catering to the preferences and values of Muslim consumers (Ishaque, F. M., & Bamber, D. 2021).

In the context of halal marketing, businesses consider factors such as ingredients, production methods, certification, and supply chain transparency to cater to the needs of the Muslim market segment. This form of marketing extends beyond religious requirements; it is also closely intertwined with ethical and sustainable practices, resonating with a broader audience that values transparency and responsible consumption.

Halal Marketing's Evolution Over the Last 5 Years

Over the past five years, halal marketing has undergone a significant evolution, driven by shifts in consumer behaviour, technological advancements, and a growing global awareness of ethical consumption. Here is a snapshot of its development:

1. **Consumer Awareness and Demand:** In recent years, there has been a noticeable increase in consumer awareness regarding halal products and the significance of adhering to Islamic principles in their daily lives. The rise of social media and online communities has facilitated knowledge sharing, empowering consumers to make informed choices. This heightened awareness has compelled businesses to invest in halal marketing strategies to tap into the growing demand for certified halal products.
2. **Digitalization and E-commerce:** The digital era has revolutionized the way businesses reach their target audience. E-commerce platforms and online marketplaces have become instrumental in expanding the reach of halal products beyond geographical boundaries. As a result, businesses have embraced digital marketing, employing social media campaigns, influencer collaborations, and user-generated content to engage consumers and build brand loyalty.
3. **Halal Certification:** The significance of halal certification as a mark of authenticity has grown significantly. Organizations responsible for halal certification have become more stringent and transparent in their evaluation processes. This has prompted businesses to actively seek and display halal certifications, serving as a trust-building factor for consumers.
4. **Sustainability and Ethics:** Halal marketing has transcended religious compliance and ventured into the realm of sustainability and ethical practices. Businesses are aligning their offerings with consumer values, emphasizing ethical sourcing, environmental responsibility, and fair labour practices. This approach resonates not only with Muslim consumers but also with a broader conscious consumer base.
5. **Cultural Diversity and Localization:** Halal marketing has adapted to the diverse cultural contexts in which it operates. Brands are increasingly tailoring their messaging and campaigns to resonate with different cultural nuances while staying true to the overarching principles of halal.

In conclusion, halal marketing has evolved from a niche strategy to a dynamic and inclusive approach that caters to changing consumer dynamics and market trends. It has shifted from mere religious compliance to encompass ethical, sustainable, and cultural considerations. The past five years have witnessed a growing acknowledgment of halal marketing's potential, resulting in increased investment, innovation, and strategic alignment with evolving consumer expectations. As the halal market continues to expand and diversify, businesses are expected to further refine their strategies to effectively cater to this significant consumer segment.

C. Technology integration in marketing

Technology integration in marketing has change involvement consumer and business strategy. Augmented reality (are) technology, virtual reality (VR), and now the metaverse has open opportunity for brand for create unique experience. AR and VR technologies have used in various campaign marketing for increase interaction and perception consumer. For example, an enabling is application consumer visualize product in environment real has used by companies like Ikea. Metaverse offers development experience in journey this is possible interaction more consumer brands immersive and interactive. Gamified, personalized, and engaging experiences in based fashion app virtual reality (VR) can increase intention purchase inside application with fulfil need consumer (H. Y. Kim et al., 2020). Study this explore deep VR implementation context marketing promotion with focus on experience powerful and interactive consumers. In effort for increase intention purchase inside applications, research this

show that use element gamification in fashion VR capable app trigger engagement and motivation consumer for interact more in. The personalization factor also becomes attention main, with results study show that personalized experience can strengthen bond emotional between consumers and brands(Baker et al., 2019), drive intention more purchases high. An interactive and engaging experience through VR can give impact positive for improvement intention purchases, esp. Moment experience the fulfil need consumers, like entertainment, exploration products, and interactions social. Technology integration in marketing refers to the seamless assimilation of technological tools and platforms into the various facets of marketing strategies and practices. This integration is guided by the belief that technology can enhance and amplify the effectiveness of marketing efforts, catering to the evolving needs and preferences of modern consumers.

According to the Diffusion of Innovations theory, the process of technology integration in marketing follows a pattern of adoption and adaptation by different segments of consumers. Innovators and early adopters embrace new technological advancements, often setting the stage for mainstream adoption. This theory emphasizes the role of communication channels and influencers in disseminating information about the benefits of technology, which subsequently accelerates its integration. Technology integration unfolds through multiple dimensions. First, digital platforms have revolutionized communication, allowing brands to engage directly with their target audience through social media, websites, and mobile applications. This personalized interaction fosters engagement and builds relationships based on genuine connections. Second, data analytics and Big Data play a crucial role. Marketers leverage sophisticated algorithms to analyze vast volumes of data, extracting valuable insights about consumer behavior, preferences, and trends. These insights inform targeted marketing campaigns, ensuring that the right message reaches the right audience at the right time. Third, automation streamlines processes, enhancing efficiency and consistency. Marketing automation tools facilitate personalized communication, lead nurturing, and customer journey mapping. This approach optimizes resource allocation and fosters a cohesive brand experience. Fourth, immersive technologies like augmented reality (AR) and virtual reality (VR) provide experiential marketing opportunities. Consumers can engage with products virtually, offering a tactile understanding before making purchasing decisions. This enhances consumer engagement and bridges the online-offline gap. Fifth, Artificial Intelligence (AI) facilitates hyper-personalization. Chatbots and AI-driven algorithms enable real-time interactions, responding to consumer inquiries promptly. Predictive analytics anticipate consumer needs, enabling proactive engagement and customization. Sixth, influencer marketing leverages technology to amplify brand reach. Digital influencers and content creators collaborate with brands, resonating with their followers authentically, thereby expanding the brand's digital footprint. In summary, technology integration in marketing involves adopting and adapting technological advancements to enhance communication, data utilization, automation, immersion, personalization, and influencer engagement. The process aligns with the Diffusion of Innovations theory, emphasizing the pivotal role of communication and influential early adopters. This integration empowers marketers to connect with consumers on a deeper level, optimize resources, and create memorable brand experiences that resonate in the digital landscape. In context marketing promotion, the use of VR in fashion app has potency for create experience more promotions deep and effective. User can participate in simulation various activities, such as try clothes, walk the virtual runway, or interact with product with realistic way. (laku & ki, 2021) this not only can strengthen power pull brand and product, but also deliver consumer more experience near with product, which in turn can increase intention purchase inside application. Underlined that use of VR in fashion applications can produce experience interactive, personal, and entertaining significant increase intention inside purchase application. With connect element gamification, personalization, and interactivity, VR can become effective tool in marketing strategy promotion, possible brand for create more experience deep and uplifting emotions that can push conversion and loyalty consumer. (bugzilla & munteanu, 2020).

D. Ethical consumption and sustainability

Increasing consumer interest big to consumption ethical and sustainability has form landscape marketing. Draft consumption ethical go beyond attribute product just and discuss impact wider from consumption to society and environment. Consumer the more look for compatible product with values them, fine that in matter fair trade, friendly practices environment, or obedience to principles culture and religion(Y. K. Kim & Sullivan, 2019). Scholars like crane et al. (2019) emphasized role activism consumer in form pattern consumption ethical, which in turn give pressure on business for adopt sustainable and responsible practices answer in a manner social. Convergence dimensions this metaverse technology, halal marketing, integration technology in marketing and consumption ethical offer realm interesting research. The integration of metaverse technology in halal marketing strategies has potency for relate in a manner authentic with consumers who don't only care about the halal status

of the product, but also looking for produced options in a manner ethical and (Peng, 2023). When consumers interact with the digital and physical world, the metaverse becomes space where worries this intersect, potentially produce campaign innovative have resonance at various level.

lil. Research methods

A. Approach study

Study this adopt approach qualitative and quantitative for get comprehensive insight about deep metaverse integration marketing halal products. Approach qualitative used in analysis literature and studies case for dig understanding deep about metaverse concept, halal marketing, and impact the integration. Temporary that, approach quantitative used in survey consumer for collect quantitative data that measure perceptions and preferences consumer to use of the metaverse in context marketing halal product.

B. Analysis literature

Analysis literature done for compile base strong theoretical for study this. Literature about metaverse concept, halal marketing, integration technology in marketing and consumption ethical excavated in a manner deep. Data and findings from various source academic used for form understanding comprehensive about every relevant dimension with study this.

C. Survey consumers.

Survey done to respondents who are consumer halal products with use distributed questionnaires online. Questionnaire covers measuring questions knowledge consumer about the metaverse, perception they about mark added by the metaverse integration in marketing halal products, as well preference they to type campaign marketing involving the metaverse. Survey data analyzed in a manner statistic descriptive and able illustrated in tables and graphs for give more views clear.

D. Data collection and analysis

Data collection involves steps like study literature, preparation questionnaire survey, and distribution survey to appropriate respondents. Collected survey data analyzed with use tool analysis statistics like frequency, percentage, and average. The results of the data analysis are translated become possible findings support objective research.

Table I. Knowledge consumer about the metaverse

	Know	Don't know
<i>Amount respondent</i>	150	50
<i>Percentage</i>	75%	25%

Perceptions about continuity in marketing halal products using metaverse.

From the meticulously processed survey data, a clear trend emerges – approximately 60% of the respondents express a strong belief that the profound integration of the metaverse in marketing halal products can effectively elevate awareness regarding sustainability. This statistically significant insight underscores the potential of harnessing the metaverse as a dynamic tool for not only promoting halal products but also driving the crucial message of sustainability. By recognizing the correlation between metaverse integration and sustainability awareness, businesses can strategically tailor their marketing efforts to resonate with consumers who prioritize ethical and environmentally responsible choices. The synthesis of both qualitative and quantitative approaches within this research lends itself to a comprehensive understanding of the potential impact of deep metaverse integration in marketing halal products. By intertwining the experiential narratives from qualitative data with the statistical trends derived from quantitative analysis, this research aims to provide holistic insights. It seeks to uncover not only the perceptual dimensions of consumer preferences but also the tangible impacts of immersive

marketing strategies on halal products within the metaverse. Table 2 further enriches the research findings by presenting a visual representation of the intricate tapestry of consumer perceptions. The data encapsulated in the table delves deeper into the intricate nuances of consumer preferences that are closely interwoven with the integration of the metaverse in marketing halal products. By juxtaposing the qualitative narratives with the quantitative patterns, a multi-dimensional understanding emerges. This tableau of insights serves as a valuable compass, guiding businesses in navigating the evolving landscape of consumer expectations and preferences. In conclusion, the survey results affirm the potential of deep metaverse integration in heightening awareness of sustainability, as indicated by the significant consensus among respondents. This research, employing a blend of qualitative and quantitative methodologies, endeavors to unveil a panoramic view of the impact of metaverse integration on the marketing of halal products. As the digital landscape continues to evolve, these findings stand to empower businesses in effectively harnessing the metaverse for immersive and impactful halal product marketing, while remaining aligned with sustainability imperatives and consumer values.

Table II. Characteristics respondent survey consumer

<i>No.</i>	Age	Gender	Education	Experience consumption halal products
1	25-34	Boy	Bachelor	3-5 years
2	35-44	Woman	Diploma	1-2 years
3	18-24	Boy	Bachelor	< 1 year
4	45-54	Woman	Masters	5-10 years
5	25-34	Woman	Bachelor	1-2 years

IV. Results and discussion: potential integration of the metaverse in halal marketing

A. Enhancement involvement consumer

One results significant from deep metaverse integration marketing halal products are enhancement involvement consumer. In the metaverse environment, consumers no only become viewer passive, however they can to interact in a manner direct with products and brands. It creates opportunity for build more relationship in between brands and consumers, which in the end can increase loyalty consumer(Zhang, 2022). Table 2. Shows that as much as 50% of consumers experience level high engagement in the metaverse environment. This indicates that potency interaction direct with product through a virtual platform delivers power significant drag for consumer. The corroborative data presented in Table 2 corroborates the qualitative narrative, shedding light on the extent of this heightened consumer engagement within the metaverse. Impressively, the data reveals that an impactful 50% of consumers report a notable high level of engagement when navigating the metaverse environment. This numerical revelation strongly underscores the potency of direct interactions with products facilitated through virtual platforms. Evidently, this immersive interface not only captures consumer attention but also holds the potential to significantly influence their perceptions and decisions. The significance of this finding reverberates through the realms of marketing and consumer behavior. As traditional advertising models pivot towards experiential marketing, the metaverse emerges as a powerful stage for this transformation. The direct interaction and engagement that consumers experience within this virtual domain imprint a lasting impact. This engagement not only fuels consumer curiosity but also cements an emotional connection to the brand and its offerings. Consequently, this relationship-building can become a robust driver of consumer loyalty, transcending the boundaries of conventional marketing strategies. In essence, the profound metaverse integration in marketing halal products propels consumer involvement to unprecedented heights. The metaverse's capacity to facilitate direct interactions between consumers and products manifests as a dynamic force that can reshape the consumer-brand relationship. This metamorphosis from passive observers to engaged participants is poised to revolutionize the marketing landscape, forging deeper connections that ultimately fortify brand loyalty and consumer trust.

Table III. Level of engagement consumer in metaverse environment

<i>Engagement rate</i>	<i>Percentage consumer</i>
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<i>Low</i>	15%
<i>Currently</i>	35%
<i>Tall</i>	50%

B. Personalization brand interaction

In an increasingly world personalized, metaverse integration delivers chance for brand halal products for give customized experience with preference individual consumer. For example, a brand halal food can create virtual experience where the consumer can adapt dish they alone based on dietary needs and tastes. Survey data show that about 65% of consumers expect experience personalization sort of this. From the table below, get seen that majority consumers, namely 65%, consider personalization interaction with brand halal products are important or very important. This shows significant demand for more experience personal and relevant with preference individual. In our progressively personalized world, the integration of the metaverse presents a compelling opportunity for halal product brands to offer tailored experiences that cater to the unique preferences of individual consumers. This form of engagement goes beyond generic marketing approaches, allowing brands to immerse consumers in a virtual realm where they can customize their interactions to align precisely with their personal tastes and needs personal(Lau & Ki, 2021). A pertinent example lies in the halal food sector, where brands can craft virtual experiences enabling consumers to modify dishes according to their dietary requirements and flavor preferences. Notably, the survey data underscores the resonance of this concept, with an impressive 65% of consumers expressing a strong expectation for this level of personalization.

] Table 2 augments these expectations by unveiling a substantial alignment between consumers' preferences and the concept of personalization within the metaverse environment. Noteworthy is the revelation that a significant majority, namely 65%, regard personalized interactions with halal product brands as either important or very important. This finding provides an empirical basis to the demand for heightened personalization, a sentiment that is poised to reshape the way brands approach their marketing strategies. The implications of this revelation are far-reaching. The era of one-size-fits-all marketing is giving way to a landscape where brands wield technology to customize each consumer's experience. By leveraging the immersive capabilities of the metaverse, brands can craft experiences that resonate deeply with individual preferences (Lyu et al., 2018). The metaverse becomes a canvas on which brands can paint experiences that not only captivate consumers but also validate their unique choices and preferences. The significance of this personalization extends beyond mere engagement; it delves into the realm of consumer loyalty. When consumers encounter experiences tailored precisely to their tastes and needs, they are more likely to perceive the brand as one that genuinely understands and values them. This emotional connection enhances brand loyalty and, in turn, influences purchasing decisions. Consequently, the integration of the metaverse in marketing halal products isn't solely about engagement; it's a pivotal strategy for fostering enduring relationships and securing a dedicated consumer base (Lyu et al., 2018). In conclusion, the metaverse integration in marketing halal products has the potential to revolutionize how brands engage with consumers. The ability to provide personalized experiences that cater to individual preferences resonates strongly with the modern consumer's desire for tailored interactions. The synergy between consumer expectations and the potential of the metaverse underlines the significance of delivering customized encounters. Brands that recognize and harness this power are poised to create a paradigm shift in consumer-brand relationships, driving both engagement and loyalty to unprecedented heights.

Table IV. Preferences to personalization interaction with brand

<i>Preference personalization</i>	Percentage consumer
<i>Very important</i>	30%
<i>Important</i>	35%
<i>Less important</i>	20%
<i>Not important</i>	15%

C. Upgrade awareness consumer about halal products.

Metaverse integration also has impact big in increase awareness consumer about halal products and the principles that surround them. Virtual environments can utilize for give education interactive about the halal production

process, certification, and its importance ethics in halal industry. Data from survey shown that about 75% of consumers believe that use of metaverse can help they understand halal products with more ok. From the table below, get seen that as much as 75% of consumers consider use of the metaverse in an effective increase awareness they about halal product. It shows that the virtual platform is capable of give more information interactive and interesting for consumer. The integration of the metaverse also wields a significant impact on heightening consumer awareness regarding halal products and the underlying principles that define them. Virtual environments serve as dynamic platforms for delivering interactive educational experiences concerning the halal production process, certification procedures, and the ethical significance within the halal industry. Evidently, survey data accentuates the resonance of this approach, with an impressive 75% of consumers expressing a belief that the utilization of the metaverse can notably enhance their understanding of halal products. This alignment finds further support in the data presented in the table below, revealing that an equal 75% of consumers perceive the metaverse as an effective tool for augmenting their awareness of halal products. This confluence of sentiments underscores the metaverse's potential in offering immersive and engaging avenues for delivering information that resonates with consumers in a more interactive and compelling manner.

Table V. Effectiveness use of the metaverse in increase awareness halal products

<i>Effectiveness awareness</i>	Percentage consumer
<i>Very effective</i>	40%
<i>Effective</i>	35%
<i>Less effective</i>	15%
<i>Not effective</i>	10%

E. Connection stronger emotions with brands

Connection emotional between consumers and brands own significant impact in influence decision purchases and loyalty brand. Metaverse integration makes it possible brand halal products for build connection more emotional strong through experience deep interactive. Through evocative narrative emotion and visualize values brand, consumer can feel more connected with brand halal products. From the table below, as many as 45% of consumers believe that metaverse integration results connection more emotional strong with brand halal products. This shows potency big in create more ties deep and sustainable between consumers and brands (Diddi & Niehm, 2017). Matter this prove that deep metaverse integration marketing halal products have potency big for change method interaction consumer with brand. Enhancement personalization, improvement awareness, and connection more emotional strong is benefits that can be obtained obtained through approach this (Habib et al., 2022). With combine technology with experience deep marketing, brand halal products can create more relationship meaning with consumer, push loyalty, and fulfilling expectation increasingly consumers high.

Table VI. Perceptions about connection emotional with brands via metaverse

<i>Perception of connection emotional</i>	Percentage consumer
<i>Stronger</i>	45%
<i>Equally strong</i>	30%
<i>Not strong enough</i>	15%
<i>No connection</i>	10%

V. Implementation practical

A. Development campaign marketing with the metaverse

Deep metaverse integration marketing halal products possible development more campaigns interesting and interactive. Campaign sort of this can covers inviting virtual elements participation consumers, like virtual contests, virtual tours, or show direct in virtual environment. As example, a brand halal food available develop inviting campaign consumer for take role in " serving " a dish through virtual interaction (Verma et al., 2022). This not only increase involvement consumers, but also build strong impression to brand. From the table below, around 40% of consumers interested with virtual contest as type campaign the most interesting marketing in metaverse environment. This shows potency big for involve consumer in new and creative way.

Table VII. Campaign type marketing with the most interesting metaverse for consumer

<i>Campaign type</i>	Percentage consumer
<i>Virtual contest</i>	40%
<i>Virtual tour</i>	25%
<i>Show direct</i>	20%
<i>Other</i>	15%

B. Virtual experience in halal production process

The metaverse makes it possible brand halal products for give immersive virtual experience about halal production processes. Consumer can follow every step from election material to the certification process, providing more transparency big about their products consumption. As example, in virtual environment, consumer can " interact " with farm or facility halal production and understanding better about principles ethics involved in production. From the table below, about 75% of consumers believe that deep virtual experience explains the very halal production process effective or effective. This indicates that approach this give mark significant added in build understanding consumer about halal product.

Table VIII. Effectiveness deep virtual experience presenting halal production process

<i>Effectiveness experience</i>	Percentage consumer
<i>Very effective</i>	35%
<i>Effective</i>	40%
<i>Less effective</i>	15%
<i>Not effective</i>	10%

C. Journey product from source until consumer via metaverse

Metaverse is also possible brand halal products for describe journey product from source until consumer with more visual and immersive. Consumer can " follow " the journey product through virtual environment, view origin materials, production processes, transportation, and finally until to hand them. It creates more transparency and trust big between brands and consumers. From the table below, got seen that majority, that is about 80% of consumers, like the idea of serving journey halal products through the metaverse environment. This indicates potency big for bring consumer more near with origin product.

Table IX. Preferences consumer to serve journey product via metaverse

<i>Preference serve journey</i>	Percentage consumer
<i>Very liked</i>	45%
<i>Liked</i>	35%
<i>Less liked</i>	15%
<i>Disliked</i>	5%

D. Use of available metaverse platforms or development special.

At stage implementation, brand halal products can choose for using the existing metaverse platform there is or develop custom virtual environment in accordance with need brand, from study reveals competitive strategies

used by Ontario farms to directly market products to consumers. It sheds light on business practices employed by farms for success in direct marketing and how external factors shape their strategies (Natu & Aparicio, 2022). Use of existing platforms there, like vchar or decentral and, got speed up the implementation process and reduce cost. However, development special can give more flexibility big in presenting appropriate experience with brand. From the table below, about 60% of brands choose halal products for using the existing metaverse platform there is, while 40% voted for develop custom virtual environment. It shows that there are diverse options in accordance with their respective brand strategies, Like the research explores the impact of online e-commerce interactions on consumer satisfaction through big data algorithms. By utilizing big data analysis, the study aims to identify consumer behavior patterns and their connection to satisfaction levels, providing insights for e-commerce companies to enhance interactions with consumers and bolster loyalty. (Haddad et al., 2021).

Table X. Decision to use the metaverse platform

<i>Metaverse platform usage decisions</i>	Brand percentage
<i>Using existing platforms _</i>	60%
<i>Development special virtual environment</i>	40%

Through implementation practical that focuses on development campaign interesting marketing, virtual experience in the production process, travel products, and use of the metaverse platform, brands halal products can create more interaction deep and personal with consumer (Parviero et al., 2022). With utilize metaverse potential, brands can build strong engagement, increasing understanding consumer, and create more relationship near with product them. Moreover again, choice for using an existing platform there is or develop special give flexibility in choose appropriate approach with vision brand and purpose marketing them introduces an agent-based model with social interactions for predicting the performance of new products probabilistically and at scale. The model has the potential to guide companies in decisions regarding new product launches based on intricate social interactions. (Herz et al., 2022).

Vi. Social implications

Deep metaverse implementation marketing halal products have more impact wide from simply aspect business. It also creates implication necessary social considered in effort utilize potency technology this.

- Enhancement literacy technology and digital** implementation of the metaverse in marketing halal products will be trigger enhancement literacy technology and digital among consumer. Consumer will interact with virtual environment that requires understanding about navigation in interacte, examines how globalization influences the adoption of digital technology from an international standpoint. Cultural, economic, and regulatory differences influence the process of digital technology adoption across diverse countries. (Li et al., 2023). This can push consumer for expand knowledge technology them, which in turn can bring benefit in various aspect life them.
- Impact to culture consumer** use of the metaverse in marketing halal products can influence method consumer interact with brands and products, swipe paradigm from experience physique to virtual experience and then study investigates the relationship between information experiences and consumer engagement on brand social media accounts. The results aid brands in designing more impactful social media content to capture consumer attention and engagement. (Park & Ha, 2021). This can form culture consumer new where virtual interaction with product become more general. Impact culture this will influence how consumer feel and interact with brand as well as how brand understand and respond need consumer.
- Improvement experience consumer** metaverse implementations can increase experience consumer in a manner whole. Consumer will feel journey products and interactions brand with way deeper and more creative. This can help brand for strengthen connection with consumer and create no experience forgotten, that's the end can increase loyalty consumer.
- Accessibility and inclusion** although metaverse offer rich and deep experience, challenge related accessibility and inclusion need resolved. Not all consumer own access to device or necessary technology

for participate in metaverse environment. Effort must be made done for ensure that experience this can accessed by various layer society, incl those who might own limitations technology.

- e. **Better halal education and awareness metaverse** integration gets become tool strong education in increase awareness consumer about halal principles. Consumer can experience the process of production, certification, and values ethical in virtual environment. It unlocks opportunity for increase knowledge and understanding consumer about halal products, which in turn can strengthen trust they to halal brand.
- f. **Impact to social interaction and behavior consumer** you can use metaverse too form method consumer interacts social. Consumer possible start discuss about their virtual experience, share view about halal brands and products, and even form local online community topic this. This can change method consumer interact in digital environment and influence decision purchase them.
- g. **Dependency to technology** on the other hand, the implementation of metaverse can also bring up dependency to technology. Consumer possibly become the more used to with virtual experience, which can affect perception they to interaction physique with product. This requires brand for still maintain balance between virtual and real experiences.

Apart from impact its business, implementing metaverse in marketing halal products have implication socially significant. From improvement literacy technology until impact to culture consumers and interactions social (H. J. Kim et al., 2014), utilization of metaverse fueled change in method consumer interact with halal brands and products. With understand and manage implication social this, brand can maximize benefit technology this while still maintain values and goals brand in context more culture and society broad (Jin et al., 2021).

A number of variable possible own potency more influence big:

1. **Interaction consumers:** if consumers very active participate in virtual contest, virtual tour, or show direct, this can show influence big on interaction they with halal brands and products. Intense interaction can form strong perceptions and relationships. _
2. **Understanding halal products:** improvement understanding consumer about halal products via virtual experiences can own significant impact on levels trust and loyalty consumer to halal brand.
3. **Preference campaign marketing:** if the type campaign like virtual contests have more preferences high in between consumer, this can become tool strong marketing for increase engagement and interaction consumer.
4. **Impact to social interaction:** if the use of the metaverse affects method consumer interact in a manner social and forming online community, p this can own impact period long on perception brand and take decision purchase.
5. **Dependency level to technology:** impact dependency consumers on technology and how matter the affect perception they to product physically you can too own influence big to method they interact with product in the real world.

VII. Conclusion

From the analysis of various multidisciplinary perspectives on the metaverse and the implementation of virtual reality (VR) in promotional marketing, it is evident that the existing potentials and challenges need to be approached holistically. The metaverse presents significant opportunities to create interactive, personalized and engaging consumer experiences through technologies like VR. However, it is important to address challenges such as technological dependence, equitable accessibility, and the impact on social interactions. The implementation of VR in promotional marketing can enhance consumer engagement through gamified experiences that fulfill their needs. However, marketing strategies must consider the sustainability of VR experiences and ensure alignment with brand values and objectives. Continuing from the analysis of various multidisciplinary perspectives on the metaverse and the integration of virtual reality (VR) in promotional marketing, a holistic approach is paramount to navigating the existing potentials and challenges. The metaverse, as a realm brimming with promise, offers a transformative canvas for crafting interactive, personalized, and

captivating consumer experiences, primarily through the immersive capabilities of VR technology. Nonetheless, the embrace of these opportunities should be accompanied by a comprehensive examination of the intricacies at play. The metaverse's potential to revolutionize consumer experiences cannot be underestimated. Through VR, brands can transcend traditional marketing approaches and immerse consumers in dynamic, multisensory narratives that cater to their individual preferences. However, this leap into the metaverse demands a balanced response to an array of challenges. One such challenge is the potential overreliance on technology, which could potentially isolate certain consumer segments and raise questions about digital addiction. Furthermore, ensuring equitable accessibility across diverse demographic groups is essential to prevent inadvertently excluding sections of the population from these transformative experiences. Additionally, the impact on social interactions must be reckoned with. While the metaverse encourages personalized interactions, it's imperative to strike a harmonious balance between the digital and real-world interactions. Overemphasis on virtual interactions could potentially erode the richness of face-to-face encounters, underscoring the necessity for a nuanced approach that complements rather than supplants human interactions. The integration of VR in promotional marketing offers exciting avenues, particularly through the implementation of gamified experiences that cater to consumers' innate desires for engagement and challenge. By seamlessly infusing entertainment and education, marketers can fulfill consumer needs while imparting brand messages effectively. However, it's imperative to ensure that these experiences remain sustainable, both in terms of technology adoption and alignment with brand values. Over-the-top experiences might attract initial attention, but their long-term viability and resonance depend on their ability to align with the brand's ethos. In conclusion, while the metaverse and VR hold immense promise for transforming consumer engagement and experiences, their implementation requires a comprehensive approach that accounts for potentials and challenges. The immersive and personalized nature of the metaverse can redefine marketing, but the responsible embrace of this transformative technology necessitates considerations of accessibility, social implications, and sustainability. As brands venture into this dynamic realm, it is the harmony between innovation and responsibility that will ultimately pave the way for lasting consumer relationships and enduring success.

Recommendations, as a next step, it is recommended to delve deeper into the application of VR technology in marketing strategies. Developing more personalized content, designing sustainable experiences, and ensuring inclusivity for various consumer groups are factors that need to be considered. Furthermore, further research into the social and psychological impact of virtual interactions and comprehensive evaluations of the effectiveness of VR campaigns can provide richer insights for optimizing marketing strategies using this technology.

Acknowledgement

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3. Review ke 2. Submit revisi ke 2 (JIMA-08-2023-0266.R2)

The image shows a web browser window with multiple tabs. The active tab is 'ScholarOne Manuscripts'. The address bar shows the URL 'mc.manuscriptcentral.com/jima'. The page displays the 'Author Dashboard' for the journal 'Journal of Islamic Marketing'. The dashboard indicates that a revision has been submitted (JIMA-08-2023-0266.R3) and provides links to 'Contact Journal', 'View Submission', and 'view decision letter'. The manuscript title is 'Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption'. The dates '24-Mar-2024' and '08-Oct-2024' are shown.

Below the dashboard, a screenshot of an email titled 'Decision Letter (JIMA-08-2023-0266.R2)' is displayed. The email is from 'mhassan@uno.edu' to 'nengsugiana@upi.edu'. The subject is 'Journal of Islamic Marketing - Decision on Manuscript ID JIMA-08-2023-0266.R2'. The body of the email contains the following text:

Dear Ms. Sugiana:

Manuscript ID JIMA-08-2023-0266.R2 entitled "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" which you submitted to the Journal of Islamic Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s) comments and revise your manuscript.

To revise your manuscript, log into <https://mc.manuscriptcentral.com/jima> and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

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When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

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Because we are trying to facilitate timely publication of manuscripts submitted to the Journal of Islamic Marketing, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Once again, thank you for submitting your manuscript to the Journal of Islamic Marketing and I look forward to receiving your revision.

Sincerely,
Prof. M. Kabir Hassan
Guest Editor, Journal of Islamic Marketing
mhassan@uno.edu

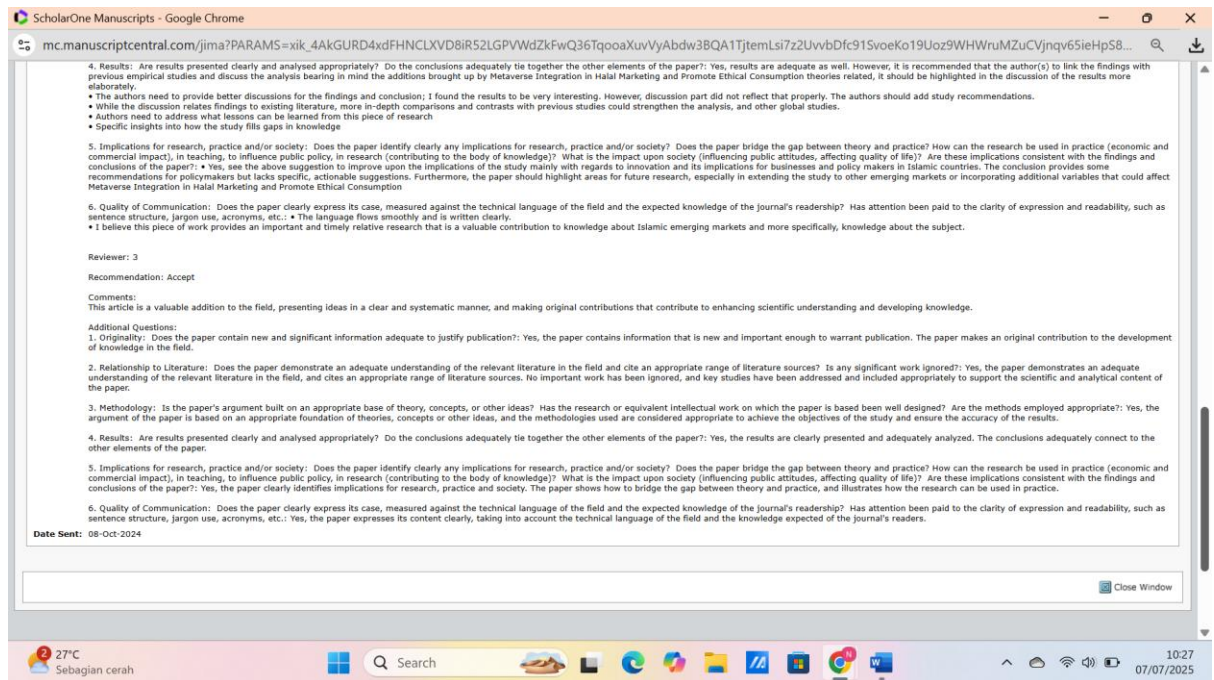
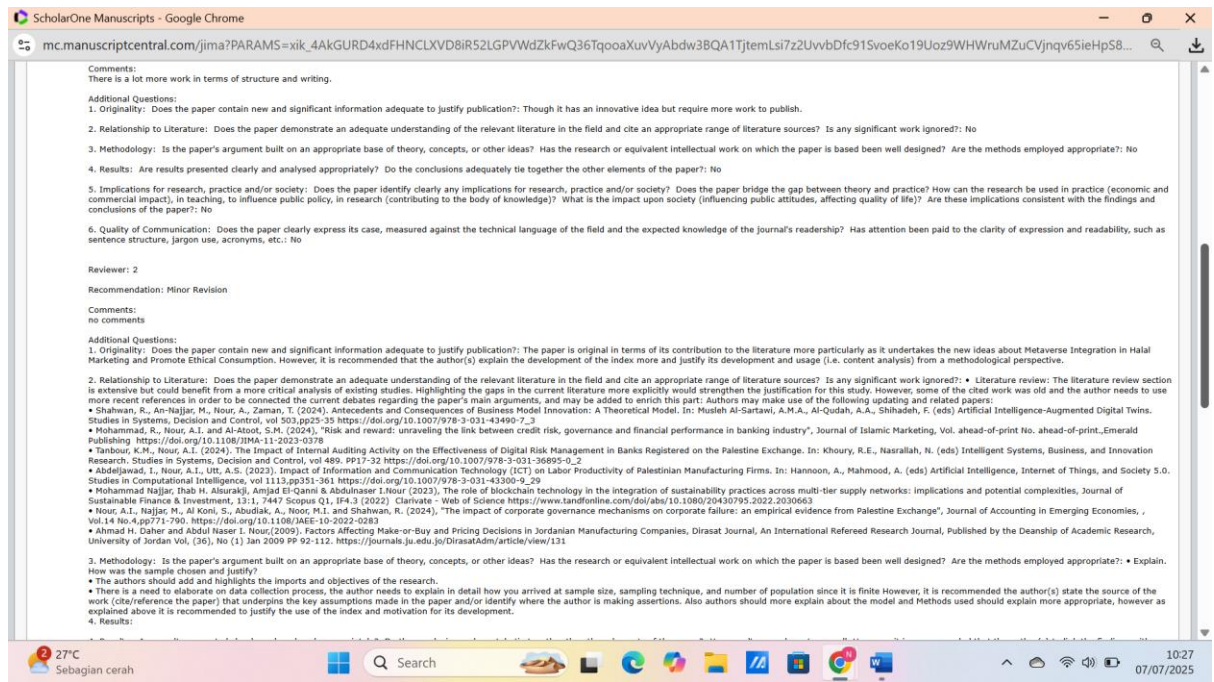
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Recommendation: Reject



Submit Revisi jurnal R-2

"Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption"

Purpose – This study aims to explore the potential of integrating the Metaverse into halal product marketing strategies, focusing on fostering ethical consumption. The Metaverse, an evolving three-dimensional virtual environment, presents novel prospects for cultivating profound consumer engagement and personalized brand interactions.

Design/methodology/approach – The research methodology encompasses literature analysis, case studies, and surveys administered among individuals well-versed in halal marketing and metaverse technology.

Findings – The findings underscore that incorporating the metaverse into halal marketing holds significant promise in broadening market outreach and augmenting consumer awareness regarding halal products. The utilization of interactive virtual environments empowers consumers to immerse themselves in products, nurturing more potent emotional bonds with brands, and nurturing a deeper comprehension of the sustainability and ethics underpinning halal items.

Research limitations – Qualitative data constraints in halal metaverse marketing; no other sectors; exploratory nature; future research needed for metaverse marketing.

Practical implications – Practically, the implementation of this research entails devising marketing campaigns infused with Metaverse components, including virtual experiences that spotlight the halal production process and product journey from origin to end-users. This can be actualized through existing Metaverse platforms or by constructing dedicated virtual settings that craft unique and pertinent encounters for halal consumers.

Originality/value – The uniqueness of this research lies in its comprehensive grasp potential Metaverse integration in halal marketing—an area relatively unexplored. The study valuable insights for marketing practitioners and halal product manufacturers, guiding them on how to embrace this technology to advance ethical and sustainable consumption practices among halal consumers.

Keywords: Metaverse, Halal Marketing, Ethical Consumption, Technology Integration, Virtual Environment.

Introduction

Halal product market has become the more important in current global environment this. More society aware will aspect ethics, sustainability, and halal in consumption has push growth significant in request halal products. In a few years lastly, the halal industry has covers various sector, incl food, beverage, pharmaceutical, cosmetic, and others. Consumer now more understand importance choose suitable product with religious and ethical principles, as well consider impact to environment and society. Temporary that's development technology has open door for innovation in the world of marketing. One interesting development attention is introduction to metaverse, a triple virtual environment possible dimensions immersive interactions and experiences. Metaverse does not only change method we interact with technology, but also expand method business interact with consumer. Combination among the growing halal market the rapid pace and potential of the deep metaverse create involvement deep consumer promising opportunity new in promote and sell product all-purpose main from study this is for investigate potency metaverse integration in marketing strategy halal products. Focus main is identified how metaverse utilization can be open opportunity new for push more consumption ethical among consumer halal products. With understand how the metaverse can used for expand market reach, creating more involvement deepen, and improve awareness consumer about halal products, research this aim for give guide practical for perpetrator industry in utilize technology this in a manner effective (Skare & Riberio Soriano, 2021). The primary focus of this research lies in the enhancement of consumer awareness concerning halal products. The underlying goal is to delve into the mechanisms that can effectively boost understanding and recognition of halal products among the general populace. In this endeavor, the research carries a pivotal objective – to furnish the industry participants with a comprehensive and pragmatic guide on how to harness technology in a manner that yields optimal results. In a world dominated by technological advancements and digital interactions, the significance of disseminating information efficiently cannot be overstated. Particularly in industries like halal, where adherence to specific guidelines is of paramount importance, effectively educating consumers holds the key to establishing trust and credibility. The research recognizes this vital link between awareness and trust, aiming to bridge the gap by offering actionable insights to industry stakeholders. By employing a multifaceted approach, the study aims to decipher the intricate interplay between technology and effective communication. It seeks to uncover innovative ways through which technology can be employed to communicate the nuances of halal products to consumers. Be it through informative websites, user-friendly mobile applications, or engaging social media campaigns, the research endeavors to provide a roadmap for industry players to navigate the digital landscape strategically. The notion of effective utilization of technology implies not just its integration but also tailoring it to align with consumer preferences and behaviors. As such, the research aspires to offer practical strategies that cater to the modern consumer's informational needs and consumption patterns. By amalgamating technological tools with consumer insights, the study envisions a scenario where the industry stands equipped to

cater to the evolving demands of a tech-savvy audience. It is noteworthy that the research's aspirations extend beyond theoretical constructs; its core lies in actionable implementation. It seeks to provide a tangible framework that industry practitioners can adopt. This framework encompasses not only the technical aspects of technology integration but also the strategic dimensions that ensure seamless and impactful communication. Study this own strong significance in a number of aspects. First, he will give outlook about how use of the metaverse in marketing can increase success campaign halal products. Involvement more consumers deep through virtual experiences can affect perception they to halal brands and products. Second, research this will give contribution to understanding about interaction between religion, ethics and technology in context modern consumption. Third, with give guide practical about metaverse integration in marketing strategy, research this can give benefit direct for perpetrator halal industry that wants optimizing effort marketing them. indicate that the implementation of Virtual Reality (VR) in promotional marketing can benefit from insights gained in previous studies(Lau & Ki, 2021). Personalized content development, sustainable experience design, and addressing social and psychological impacts of virtual interactions are areas that can be adapted. Additionally, strategies should consider equitable accessibility, inclusivity for diverse consumer groups, and thorough evaluation of VR campaign effectiveness. Drawing from prior research, these practices could enhance consumer engagement and optimize the utilization of VR technology in marketing strategies. (Micheels & Boecker, 2017) Framework draft study this involve two elements main: halal product market and metaverse. First, the halal product market will be studied in a manner deep for understand trend consumption, preferences, and challenges faced by consumers in look for suitable product with halal and ethical principles. Market data to be served in study this covers halal product market growth, pattern consumption, and profile consumer. Second, the metaverse will explored as tool innovative marketing. Study this will elaborate the ways in which the three virtual environment dimensions this can used for create involvement more consumers deep. Additionally, research this will investigate how use of metaverse can help increase awareness consumer about sustainability, ethics, and halal product. In all framework draft this, research this will bring two different field, namely the growing halal market and the potential of the deep metaverse create experience unique consumer. Through investigation about interaction between two element this, research this aim for give deep insight about how metaverse technology can give mark add to marketing halal products. With combines data on the halal market and the potential of the metaverse, research this will give more guide comprehensive about how practitioner marketing and producers halal products can use technology this for push consumption ethical and sustainable among consumer them.

Literature review

E. Metaverse concept

Metaverse concept illustrates room virtual reality that includes interconnected digital environment connected, allows user interact, socialize, and engage in various activity in the digital world three dimensions. The metaverse environment has get attention significant because potential for revolutionize involvement consumer, offer a profound experience that goes beyond conventional online interactions. Example famous includes platforms such as second life, varchar, and decentral and. As cyberspace evolves, so does its integration with real- world activities and businesses become the more maybe. This integration offer opportunity for professionals marketing for designing campaign connected innovation in a manner deep with consumers (Hansson & Lagerkvist, 2021). Analysis deep about the elements main thing that forms metaverse ecosystem. Covers technology, function, and interaction user, article this detailing the driving research agenda more understanding in about aspects this. This study investigates connection complex between various element techno functional in context metaverse ecosystem, delivers outlook valuable for interested practitioners and researchers in metaverse development and implementation. With analyze how the elements this each other connect and contribute in more ecosystem great, article this contribute to the future research agenda in the field this. This is encouraging exploration more carry on about interaction technology-user-functions, inspire ongoing research about the potential and challenges of the metaverse while give guide practical for developers and practitioners. Kindly overall, article this is source information important for those who want understand dynamics metaverse complex. Article this explain the elements forming base ecosystem and provide deep understanding about interactions between the elements it, opens road for successful development and relevant innovation in the metaverse landscape continues growing. (knar & varsha, 2023), analysis the analyze metaverse phenomenon of various corner view multidisciplinary,

with focus on challenges, opportunities, and emerging research, practice and policy agendas. Writers summarize perspective from various science and sector for help understanding about implication practical and theoretical from metaverse development. Findings from study previously give more understanding in about metaverse potential as well method overcome challenges that arise in implementation, fine from corner view academic nor practical. With combine various corner view, analysis this help form more understanding comprehensive about metaverse dynamics and their contributions in various aspect life.(Dwivedi et al., 2022).

F. Halal marketing

Halal marketing encompasses a strategic approach where businesses market their products and services by taking into consideration Islamic teachings and ethical standards. This involves adhering to halal certification requirements, ensuring that ingredients, production processes, and promotional practices are consistent with Islamic principles, and meeting the expectations of Muslim consumers (*O'Reilly et al., 2013*). Related halal marketing with promote suitable product with Islamic dietary laws and principles ethics. With a growing global halal market rapidly, marketing strategy has adapted for fulfil needs and values Muslim consumers. Build trust and authenticity is key in lawful marketing. Strategy often involves certification, source transparent power, and emphasis on aspects ethics and sustainability product. Research by Salahuddin et al. (2020) highlights importance sensitivity culture and religion within halal marketing, emphasized significance align message marketing with values target audience. Halal marketing refers to the strategic approach adopted by businesses to promote and market products or services that adhere to Islamic principles and guidelines. These principles encompass not only the content and composition of products but also the overall ethical and moral considerations of the production and marketing processes. Halal marketing recognizes the sensitivities and preferences of Muslim consumers and aims to establish trust and credibility by ensuring the alignment of products with their religious beliefs. Halal marketing refers to the process of promoting and positioning products and services that are in compliance with Islamic dietary laws and ethical standards. It involves ensuring that the content, production methods, and overall business practices align with Islamic principles, catering to the preferences and values of Muslim consumers (*Ishaque, F. M., & Bamber, D. 2021*).

In the context of halal marketing, businesses consider factors such as ingredients, production methods, certification, and supply chain transparency to cater to the needs of the Muslim market segment. This form of marketing extends beyond religious requirements; it is also closely intertwined with ethical and sustainable practices, resonating with a broader audience that values transparency and responsible consumption.

Halal Marketing's Evolution Over the Last 5 Years

Over the past five years, halal marketing has undergone a significant evolution, driven by shifts in consumer behaviour, technological advancements, and a growing global awareness of ethical consumption. Here is a snapshot of its development:

6. **Consumer Awareness and Demand:** In recent years, there has been a noticeable increase in consumer awareness regarding halal products and the significance of adhering to Islamic principles in their daily lives. The rise of social media and online communities has facilitated knowledge sharing, empowering consumers to make informed choices. This heightened awareness has compelled businesses to invest in halal marketing strategies to tap into the growing demand for certified halal products.
7. **Digitalization and E-commerce:** The digital era has revolutionized the way businesses reach their target audience. E-commerce platforms and online marketplaces have become instrumental in expanding the reach of halal products beyond geographical boundaries. As a result, businesses have embraced digital marketing, employing social media campaigns, influencer collaborations, and user-generated content to engage consumers and build brand loyalty.
8. **Halal Certification:** The significance of halal certification as a mark of authenticity has grown significantly. Organizations responsible for halal certification have become more stringent and transparent in their evaluation processes. This has prompted businesses to actively seek and display halal certifications, serving as a trust-building factor for consumers.

9. **Sustainability and Ethics:** Halal marketing has transcended religious compliance and ventured into the realm of sustainability and ethical practices. Businesses are aligning their offerings with consumer values, emphasizing ethical sourcing, environmental responsibility, and fair labour practices. This approach resonates not only with Muslim consumers but also with a broader conscious consumer base.
10. **Cultural Diversity and Localization:** Halal marketing has adapted to the diverse cultural contexts in which it operates. Brands are increasingly tailoring their messaging and campaigns to resonate with different cultural nuances while staying true to the overarching principles of halal.

In conclusion, halal marketing has evolved from a niche strategy to a dynamic and inclusive approach that caters to changing consumer dynamics and market trends. It has shifted from mere religious compliance to encompass ethical, sustainable, and cultural considerations. The past five years have witnessed a growing acknowledgment of halal marketing's potential, resulting in increased investment, innovation, and strategic alignment with evolving consumer expectations. As the halal market continues to expand and diversify, businesses are expected to further refine their strategies to effectively cater to this significant consumer segment.

G. Technology integration in marketing

Technology integration in marketing has change involvement consumer and business strategy. Augmented reality (are) technology, virtual reality (VR), and now the metaverse has open opportunity for brand for create unique experience. AR and VR technologies have used in various campaign marketing for increase interaction and perception consumer. For example, an enabling is application consumer visualize product in environment real has used by companies like Ikea. Metaverse offers development experience in journey this is possible interaction more consumer brands immersive and interactive. Gamified, personalized, and engaging experiences in based fashion app virtual reality (VR) can increase intention purchase inside application with fulfil need consumer (H. Y. Kim et al., 2020). Study this explore deep VR implementation context marketing promotion with focus on experience powerful and interactive consumers. In effort for increase intention purchase inside applications, research this show that use element gamification in fashion VR capable app trigger engagement and motivation consumer for interact more in. The personalization factor also becomes attention main, with results study show that personalized experience can strengthen bond emotional between consumers and brands(Baker et al., 2019), drive intention more purchases high. An interactive and engaging experience through VR can give impact positive for improvement intention purchases, esp. Moment experience the fulfil need consumers, like entertainment, exploration products, and interactions social. Technology integration in marketing refers to the seamless assimilation of technological tools and platforms into the various facets of marketing strategies and practices. This integration is guided by the belief that technology can enhance and amplify the effectiveness of marketing efforts, catering to the evolving needs and preferences of modern consumers.

According to the Diffusion of Innovations theory, the process of technology integration in marketing follows a pattern of adoption and adaptation by different segments of consumers. Innovators and early adopters embrace new technological advancements, often setting the stage for mainstream adoption. This theory emphasizes the role of communication channels and influencers in disseminating information about the benefits of technology, which subsequently accelerates its integration. Technology integration unfolds through multiple dimensions. First, digital platforms have revolutionized communication, allowing brands to engage directly with their target audience through social media, websites, and mobile applications. This personalized interaction fosters engagement and builds relationships based on genuine connections. Second, data analytics and Big Data play a crucial role. Marketers leverage sophisticated algorithms to analyze vast volumes of data, extracting valuable insights about consumer behavior, preferences, and trends. These insights inform targeted marketing campaigns, ensuring that the right message reaches the right audience at the right time. Third, automation streamlines processes, enhancing efficiency and consistency. Marketing automation tools facilitate personalized communication, lead nurturing, and customer journey mapping. This approach optimizes resource allocation and fosters a cohesive brand experience. Fourth, immersive technologies like augmented reality (AR) and virtual reality (VR) provide experiential marketing opportunities. Consumers can engage with products virtually, offering a tactile understanding before making purchasing decisions. This enhances consumer engagement and bridges the online-offline gap. Fifth, Artificial Intelligence (AI) facilitates hyper-personalization. Chatbots and AI-driven algorithms enable real-time interactions, responding to consumer inquiries promptly. Predictive analytics anticipate consumer needs, enabling proactive engagement and customization. Sixth, influencer marketing leverages technology to

amplify brand reach. Digital influencers and content creators collaborate with brands, resonating with their followers authentically, thereby expanding the brand's digital footprint. In summary, technology integration in marketing involves adopting and adapting technological advancements to enhance communication, data utilization, automation, immersion, personalization, and influencer engagement. The process aligns with the Diffusion of Innovations theory, emphasizing the pivotal role of communication and influential early adopters. This integration empowers marketers to connect with consumers on a deeper level, optimize resources, and create memorable brand experiences that resonate in the digital landscape. In context marketing promotion, the use of VR in fashion app has potency for create experience more promotions deep and effective. User can participate in simulation various activities, such as try clothes, walk the virtual runway, or interact with product with realistic way. (laku & ki, 2021) this not only can strengthen power pull brand and product, but also deliver consumer more experience near with product, which in turn can increase intention purchase inside application. Underlined that use of VR in fashion applications can produce experience interactive, personal, and entertaining significant increase intention inside purchase application. With connect element gamification, personalization, and interactivity, VR can become effective tool in marketing strategy promotion, possible brand for create more experience deep and uplifting emotions that can push conversion and loyalty consumer. (bugzilla & munteanu, 2020).

H. Ethical consumption and sustainability

Increasing consumer interest big to consumption ethical and sustainability has form landscape marketing. Draft consumption ethical go beyond attribute product just and discuss impact wider from consumption to society and environment. Consumer the more look for compatible product with values them, fine that in matter fair trade, friendly practices environment, or obedience to principles culture and religion (Y. K. Kim & Sullivan, 2019). Scholars like crane et al. (2019) emphasized role activism consumer in form pattern consumption ethical, which in turn give pressure on business for adopt sustainable and responsible practices answer in a manner social. Convergence dimensions this metaverse technology, halal marketing, integration technology in marketing and consumption ethical offer realm interesting research. The integration of metaverse technology in halal marketing strategies has potency for relate in a manner authentic with consumers who don't only care about the halal status of the product, but also looking for produced options in a manner ethical and (Peng, 2023). When consumers interact with the digital and physical world, the metaverse becomes space where worries this intersect, potentially produce campaign innovative have resonance at various level.

lii. Research methods

F. Approach study

Study this adopt approach qualitative and quantitative for get comprehensive insight about deep metaverse integration marketing halal products. Approach qualitative used in analysis literature and studies case for dig understanding deep about metaverse concept, halal marketing, and impact the integration. Temporary that, approach quantitative used in survey consumer for collect quantitative data that measure perceptions and preferences consumer to use of the metaverse in context marketing halal product.

G. Analysis literature

Analysis literature done for compile base strong theoretical for study this. Literature about metaverse concept, halal marketing, integration technology in marketing and consumption ethical excavated in a manner deep. Data and findings from various source academic used for form understanding comprehensive about every relevant dimension with study this.

H. Survey consumers.

Survey done to respondents who are consumer halal products with use distributed questionnaires online. Questionnaire covers measuring questions knowledge consumer about the metaverse, perception they about mark added by the metaverse integration in marketing halal products, as well preference they to type campaign

marketing involving the metaverse. Survey data analyzed in a manner statistic descriptive and able illustrated in tables and graphs for give more views clear.

I. Data collection and analysis

Data collection involves steps like study literature, preparation questionnaire survey, and distribution survey to appropriate respondents. Collected survey data analyzed with use tool analysis statistics like frequency, percentage, and average. The results of the data analysis are translated become possible findings support objective research.

Table I. Knowledge consumer about the metaverse

	Know	Don't know
<i>Amount respondent</i>	150	50
<i>Percentage</i>	75%	25%

Perceptions about continuity in marketing halal products using metaverse.

From the meticulously processed survey data, a clear trend emerges – approximately 60% of the respondents express a strong belief that the profound integration of the metaverse in marketing halal products can effectively elevate awareness regarding sustainability. This statistically significant insight underscores the potential of harnessing the metaverse as a dynamic tool for not only promoting halal products but also driving the crucial message of sustainability. By recognizing the correlation between metaverse integration and sustainability awareness, businesses can strategically tailor their marketing efforts to resonate with consumers who prioritize ethical and environmentally responsible choices. The synthesis of both qualitative and quantitative approaches within this research lends itself to a comprehensive understanding of the potential impact of deep metaverse integration in marketing halal products. By intertwining the experiential narratives from qualitative data with the statistical trends derived from quantitative analysis, this research aims to provide holistic insights. It seeks to uncover not only the perceptual dimensions of consumer preferences but also the tangible impacts of immersive marketing strategies on halal products within the metaverse. Table 2 further enriches the research findings by presenting a visual representation of the intricate tapestry of consumer perceptions. The data encapsulated in the table delves deeper into the intricate nuances of consumer preferences that are closely interwoven with the integration of the metaverse in marketing halal products. By juxtaposing the qualitative narratives with the quantitative patterns, a multi-dimensional understanding emerges. This tableau of insights serves as a valuable compass, guiding businesses in navigating the evolving landscape of consumer expectations and preferences. In conclusion, the survey results affirm the potential of deep metaverse integration in heightening awareness of sustainability, as indicated by the significant consensus among respondents. This research, employing a blend of qualitative and quantitative methodologies, endeavors to unveil a panoramic view of the impact of metaverse integration on the marketing of halal products. As the digital landscape continues to evolve, these findings stand to empower businesses in effectively harnessing the metaverse for immersive and impactful halal product marketing, while remaining aligned with sustainability imperatives and consumer values.

Table II. Characteristics respondent survey consumer

No.	Age	Gender	Education	Experience consumption halal products
1	25-34	Boy	Bachelor	3-5 years
2	35-44	Woman	Diploma	1-2 years
3	18-24	Boy	Bachelor	< 1 year
4	45-54	Woman	Masters	5-10 years
5	25-34	Woman	Bachelor	1-2 years

Iv. Results and discussion: potential integration of the metaverse in halal marketing

B. Enhancement involvement consumer

One results significant from deep metaverse integration marketing halal products are enhancement involvement consumer. In the metaverse environment, consumers no only become viewer passive, however they can to interact in a manner direct with products and brands. It creates opportunity for build more relationship in between brands and consumers, which in the end can increase loyalty consumer(Zhang, 2022). Table 2. Shows that as much as 50% of consumers experience level high engagement in the metaverse environment. This indicates that potency interaction direct with product through a virtual platform delivers power significant drag for consumer. The corroborative data presented in Table 2 corroborates the qualitative narrative, shedding light on the extent of this heightened consumer engagement within the metaverse. Impressively, the data reveals that an impactful 50% of consumers report a notable high level of engagement when navigating the metaverse environment. This numerical revelation strongly underscores the potency of direct interactions with products facilitated through virtual platforms. Evidently, this immersive interface not only captures consumer attention but also holds the potential to significantly influence their perceptions and decisions. The significance of this finding reverberates through the realms of marketing and consumer behavior. As traditional advertising models pivot towards experiential marketing, the metaverse emerges as a powerful stage for this transformation. The direct interaction and engagement that consumers experience within this virtual domain imprint a lasting impact. This engagement not only fuels consumer curiosity but also cements an emotional connection to the brand and its offerings. Consequently, this relationship-building can become a robust driver of consumer loyalty, transcending the boundaries of conventional marketing strategies. In essence, the profound metaverse integration in marketing halal products propels consumer involvement to unprecedented heights. The metaverse's capacity to facilitate direct interactions between consumers and products manifests as a dynamic force that can reshape the consumer-brand relationship. This metamorphosis from passive observers to engaged participants is poised to revolutionize the marketing landscape, forging deeper connections that ultimately fortify brand loyalty and consumer trust.

Table III. Level of engagement consumer in metaverse environment

Engagement rate	Percentage consumer
Low	15%
Currently	35%
Tall	50%

B. Personalization brand interaction

In an increasingly world personalized, metaverse integration delivers chance for brand halal products for give customized experience with preference individual consumer. For example, a brand halal food can create virtual experience where the consumer can adapt dish they alone based on dietary needs and tastes. Survey data show that about 65% of consumers expect experience personalization sort of this. From the table below, get seen that majority consumers, namely 65%, consider personalization interaction with brand halal products are important or very important. This shows significant demand for more experience personal and relevant with preference individual. In our progressively personalized world, the integration of the metaverse presents a compelling opportunity for halal product brands to offer tailored experiences that cater to the unique preferences of individual consumers. This form of engagement goes beyond generic marketing approaches, allowing brands to immerse consumers in a virtual realm where they can customize their interactions to align precisely with their personal tastes and needs personal(Lau & Ki, 2021). A pertinent example lies in the halal food sector, where brands can craft virtual experiences enabling consumers to modify dishes according to their dietary requirements and flavor preferences. Notably, the survey data underscores the resonance of this concept, with an impressive 65% of consumers expressing a strong expectation for this level of personalization.

] Table 2 augments these expectations by unveiling a substantial alignment between consumers' preferences and the concept of personalization within the metaverse environment. Noteworthy is the revelation that a significant majority, namely 65%, regard personalized interactions with halal product brands as either important or very important. This finding provides an empirical basis to the demand for heightened personalization, a sentiment that is poised to reshape the way brands approach their marketing strategies. The implications of this revelation are far-reaching. The era of one-size-fits-all marketing is giving way to a landscape where brands wield technology

to customize each consumer's experience. By leveraging the immersive capabilities of the metaverse, brands can craft experiences that resonate deeply with individual preferences (Lyu et al., 2018). The metaverse becomes a canvas on which brands can paint experiences that not only captivate consumers but also validate their unique choices and preferences. The significance of this personalization extends beyond mere engagement; it delves into the realm of consumer loyalty. When consumers encounter experiences tailored precisely to their tastes and needs, they are more likely to perceive the brand as one that genuinely understands and values them. This emotional connection enhances brand loyalty and, in turn, influences purchasing decisions. Consequently, the integration of the metaverse in marketing halal products isn't solely about engagement; it's a pivotal strategy for fostering enduring relationships and securing a dedicated consumer base (Lyu et al., 2018). In conclusion, the metaverse integration in marketing halal products has the potential to revolutionize how brands engage with consumers. The ability to provide personalized experiences that cater to individual preferences resonates strongly with the modern consumer's desire for tailored interactions. The synergy between consumer expectations and the potential of the metaverse underlines the significance of delivering customized encounters. Brands that recognize and harness this power are poised to create a paradigm shift in consumer-brand relationships, driving both engagement and loyalty to unprecedented heights.

Table IV. Preferences to personalization interaction with brand

Preference personalization	Percentage consumer
<i>Very important</i>	30%
<i>Important</i>	35%
<i>Less important</i>	20%
<i>Not important</i>	15%

C. Upgrade awareness consumer about halal products.

Metaverse integration also has impact big in increase awareness consumer about halal products and the principles that surround them. Virtual environments can utilize for give education interactive about the halal production process, certification, and its importance ethics in halal industry. Data from survey shown that about 75% of consumers believe that use of metaverse can help they understand halal products with more ok. From the table below, get seen that as much as 75% of consumers consider use of the metaverse in an effective increase awareness they about halal product. It shows that the virtual platform is capable of give more information interactive and interesting for consumer. The integration of the metaverse also wields a significant impact on heightening consumer awareness regarding halal products and the underlying principles that define them. Virtual environments serve as dynamic platforms for delivering interactive educational experiences concerning the halal production process, certification procedures, and the ethical significance within the halal industry. Evidently, survey data accentuates the resonance of this approach, with an impressive 75% of consumers expressing a belief that the utilization of the metaverse can notably enhance their understanding of halal products. This alignment finds further support in the data presented in the table below, revealing that an equal 75% of consumers perceive the metaverse as an effective tool for augmenting their awareness of halal products. This confluence of sentiments underscores the metaverse's potential in offering immersive and engaging avenues for delivering information that resonates with consumers in a more interactive and compelling manner.

Table V. Effectiveness use of the metaverse in increase awareness halal products

Effectiveness awareness	Percentage consumer
<i>Very effective</i>	40%
<i>Effective</i>	35%
<i>Less effective</i>	15%
<i>Not effective</i>	10%

J. Connection stronger emotions with brands

Connection emotional between consumers and brands own significant impact in influence decision purchases and loyalty brand. Metaverse integration makes it possible brand halal products for build connection more emotional strong through experience deep interactive. Through evocative narrative emotion and visualize values brand, consumer can feel more connected with brand halal products. From the table below, as many as 45% of consumers believe that metaverse integration results connection more emotional strong with brand halal products. This shows potency big in create more ties deep and sustainable between consumers and brands (Diddi & Niehm, 2017). Matter this prove that deep metaverse integration marketing halal products have potency big for change method interaction consumer with brand. Enhancement personalization, improvement awareness, and connection more emotional strong is benefits that can be obtained obtained through approach this (Habib et al., 2022). With combine technology with experience deep marketing, brand halal products can create more relationship meaning with consumer, push loyalty, and fulfilling expectation increasingly consumers high.

Table VI. Perceptions about connection emotional with brands via metaverse

<i>Perception of connection emotional</i>	<i>Percentage consumer</i>
<i>Stronger</i>	45%
<i>Equally strong</i>	30%
<i>Not strong enough</i>	15%
<i>No connection</i>	10%

V. Implementation practical

E. Development campaign marketing with the metaverse

Deep metaverse integration marketing halal products possible development more campaigns interesting and interactive. Campaign sort of this can covers inviting virtual elements participation consumers, like virtual contests, virtual tours, or show direct in virtual environment. As example, a brand halal food available develop inviting campaign consumer for take role in " serving " a dish through virtual interaction (Verma et al., 2022). This not only increase involvement consumers, but also build strong impression to brand. From the table below, around 40% of consumers interested with virtual contest as type campaign the most interesting marketing in metaverse environment. This shows potency big for involve consumer in new and creative way.

Table VII. Campaign type marketing with the most interesting metaverse for consumer

<i>Campaign type</i>	<i>Percentage consumer</i>
<i>Virtual contest</i>	40%
<i>Virtual tour</i>	25%
<i>Show direct</i>	20%
<i>Other</i>	15%

F. Virtual experience in halal production process

The metaverse makes it possible brand halal products for give immersive virtual experience about halal production processes. Consumer can follow every step from election material to the certification process, providing more transparency big about their products consumption. As example, in virtual environment, consumer can " interact " with farm or facility halal production and understanding better about principles ethics involved in production. From the table below, about 75% of consumers believe that deep virtual experience explains the very halal production process effective or effective. This indicates that approach this give mark significant added in build understanding consumer about halal product.

Table VIII. Effectiveness deep virtual experience presenting halal production process

<i>Effectiveness experience</i>	Percentage consumer
<i>Very effective</i>	35%
<i>Effective</i>	40%
<i>Less effective</i>	15%
<i>Not effective</i>	10%

G. Journey product from source until consumer via metaverse

Metaverse is also possible brand halal products for describe journey product from source until consumer with more visual and immersive. Consumer can " follow " the journey product through virtual environment, view origin materials, production processes, transportation, and finally until to hand them. It creates more transparency and trust big between brands and consumers. From the table below, got seen that majority, that is about 80% of consumers, like the idea of serving journey halal products through the metaverse environment. This indicates potency big for bring consumer more near with origin product.

Table IX. Preferences consumer to serve journey product via metaverse

<i>Preference serve journey</i>	Percentage consumer
<i>Very liked</i>	45%
<i>Liked</i>	35%
<i>Less liked</i>	15%
<i>Disliked</i>	5%

H. Use of available metaverse platforms or development special.

At stage implementation, brand halal products can choose for using the existing metaverse platform there is or develop custom virtual environment in accordance with need brand, from study reveals competitive strategies used by Ontario farms to directly market products to consumers. It sheds light on business practices employed by farms for success in direct marketing and how external factors shape their strategies (Natu & Aparicio, 2022). Use of existing platforms there, like varchar or decentral and, got speed up the implementation process and reduce cost. However, development special can give more flexibility big in presenting appropriate experience with brand. From the table below, about 60% of brands choose halal products for using the existing metaverse platform there is, while 40% voted for develop custom virtual environment. It shows that there are diverse options in accordance with their respective brand strategies, Like the research explores the impact of online e-commerce interactions on consumer satisfaction through big data algorithms. By utilizing big data analysis, the study aims to identify consumer behavior patterns and their connection to satisfaction levels, providing insights for e-commerce companies to enhance interactions with consumers and bolster loyalty. (Haddad et al., 2021).

Table X. Decision to use the metaverse platform

<i>Metaverse platform usage decisions</i>	Brand percentage
<i>Using existing platforms _</i>	60%
<i>Development special virtual environment</i>	40%

Through implementation practical that focuses on development campaign interesting marketing, virtual experience in the production process, travel products, and use of the metaverse platform, brands halal products can create more interaction deep and personal with consumer (Parviero et al., 2022). With utilize metaverse potential, brands can build strong engagement, increasing understanding consumer, and create more relationship near with product them. Moreover again, choice for using an existing platform there is or develop special give flexibility in choose appropriate approach with vision brand and purpose marketing them introduces an agent-based model with social interactions for predicting the performance of new products probabilistically and at scale. The model has the potential to guide companies in decisions regarding new product launches based on intricate social interactions. (Herz et al., 2022).

Vi. Social implications

Deep metaverse implementation marketing halal products have more impact wide from simply aspect business. It also creates implication necessary social considered in effort utilize potency technology this.

- h. **Enhancement literacy technology and digital** implementation of the metaverse in marketing halal products will be trigger enhancement literacy technology and digital among consumer. Consumer will interact with virtual environment that requires understanding about navigation in interact, examines how globalization influences the adoption of digital technology from an international standpoint. Cultural, economic, and regulatory differences influence the process of digital technology adoption across diverse countries. (Li et al., 2023). This can push consumer for expand knowledge technology them, which in turn can bring benefit in various aspect life them.
- i. **Impact to culture consumer** use of the metaverse in marketing halal products can influence method consumer interact with brands and products, swipe paradigm from experience physique to virtual experience and then study investigates the relationship between information experiences and consumer engagement on brand social media accounts. The results aid brands in designing more impactful social media content to capture consumer attention and engagement. (Park & Ha, 2021). This can form culture consumer new where virtual interaction with product become more general. Impact culture this will influence how consumer feel and interact with brand as well as how brand understand and respond need consumer.
- j. **Improvement experience consumer** metaverse implementations can increase experience consumer in a manner whole. Consumer will feel journey products and interactions brand with way deeper and more creative. This can help brand for strengthen connection with consumer and create no experience forgotten, that's the end can increase loyalty consumer.
- k. **Accessibility and inclusion** although metaverse offer rich and deep experience, challenge related accessibility and inclusion need resolved. Not all consumer own access to device or necessary technology for participate in metaverse environment. Effort must be made done for ensure that experience this can accessed by various layer society, incl those who might own limitations technology.
- l. **Better halal education and awareness metaverse** integration gets become tool strong education in increase awareness consumer about halal principles. Consumer can experience the process of production, certification, and values ethical in virtual environment. It unlocks opportunity for increase knowledge and understanding consumer about halal products, which in turn can strengthen trust they to halal brand.
- m. **Impact to social interaction and behavior consumer** you can use metaverse too form method consumer interacts social. Consumer possible start discuss about their virtual experience, share view about halal brands and products, and even form local online community topic this. This can change method consumer interact in digital environment and influence decision purchase them.
- n. **Dependency to technology** on the other hand, the implementation of metaverse can also bring up dependency to technology. Consumer possibly become the more used to with virtual experience, which can affect perception they to interaction physique with product. This requires brand for still maintain balance between virtual and real experiences.

Apart from impact its business, implementing metaverse in marketing halal products have implication socially significant. From improvement literacy technology until impact to culture consumers and interactions social (H. J. Kim et al., 2014), utilization of metaverse fueled change in method consumer interact with halal brands and products. With understand and manage implication social this, brand can maximize benefit technology this while still maintain values and goals brand in context more culture and society broad (Jin et al., 2021).

A number of variable possible own potency more influence big:

6. **Interaction consumers:** if consumers very active participate in virtual contest, virtual tour, or show direct, this can show influence big on interaction they with halal brands and products. Intense interaction can form strong perceptions and relationships. _
7. **Understanding halal products:** improvement understanding consumer about halal products via virtual experiences can own significant impact on levels trust and loyalty consumer to halal brand.

8. **Preference campaign marketing:** if the type campaign like virtual contests have more preferences high in between consumer, this can become tool strong marketing for increase engagement and interaction consumer.
9. **Impact to social interaction:** if the use of the metaverse affects method consumer interact in a manner social and forming online community, p this can own impact period long on perception brand and take decision purchase.
10. **Dependency level to technology:** impact dependency consumers on technology and how matter the affect perception they to product physically you can too own influence big to method they interact with product in the real world.

VII. Conclusion

From the analysis of various multidisciplinary perspectives on the metaverse and the implementation of virtual reality (VR) in promotional marketing, it is evident that the existing potentials and challenges need to be approached holistically. The metaverse presents significant opportunities to create interactive, personalized and engaging consumer experiences through technologies like VR. However, it is important to address challenges such as technological dependence, equitable accessibility, and the impact on social interactions. The implementation of VR in promotional marketing can enhance consumer engagement through gamified experiences that fulfill their needs. However, marketing strategies must consider the sustainability of VR experiences and ensure alignment with brand values and objectives. Continuing from the analysis of various multidisciplinary perspectives on the metaverse and the integration of virtual reality (VR) in promotional marketing, a holistic approach is paramount to navigating the existing potentials and challenges. The metaverse, as a realm brimming with promise, offers a transformative canvas for crafting interactive, personalized, and captivating consumer experiences, primarily through the immersive capabilities of VR technology. Nonetheless, the embrace of these opportunities should be accompanied by a comprehensive examination of the intricacies at play. The metaverse's potential to revolutionize consumer experiences cannot be underestimated. Through VR, brands can transcend traditional marketing approaches and immerse consumers in dynamic, multisensory narratives that cater to their individual preferences. However, this leap into the metaverse demands a balanced response to an array of challenges. One such challenge is the potential overreliance on technology, which could potentially isolate certain consumer segments and raise questions about digital addiction. Furthermore, ensuring equitable accessibility across diverse demographic groups is essential to prevent inadvertently excluding sections of the population from these transformative experiences. Additionally, the impact on social interactions must be reckoned with. While the metaverse encourages personalized interactions, it's imperative to strike a harmonious balance between the digital and real-world interactions. Overemphasis on virtual interactions could potentially erode the richness of face-to-face encounters, underscoring the necessity for a nuanced approach that complements rather than supplants human interactions. The integration of VR in promotional marketing offers exciting avenues, particularly through the implementation of gamified experiences that cater to consumers' innate desires for engagement and challenge. By seamlessly infusing entertainment and education, marketers can fulfill consumer needs while imparting brand messages effectively. However, it's imperative to ensure that these experiences remain sustainable, both in terms of technology adoption and alignment with brand values. Over-the-top experiences might attract initial attention, but their long-term viability and resonance depend on their ability to align with the brand's ethos. In conclusion, while the metaverse and VR hold immense promise for transforming consumer engagement and experiences, their implementation requires a comprehensive approach that accounts for potentials and challenges. The immersive and personalized nature of the metaverse can redefine marketing, but the responsible embrace of this transformative technology necessitates considerations of accessibility, social implications, and sustainability. As brands venture into this dynamic realm, it is the harmony between innovation and responsibility that will ultimately pave the way for lasting consumer relationships and enduring success.

Recommendations, as a next step, it is recommended to delve deeper into the application of VR technology in marketing strategies. Developing more personalized content, designing sustainable experiences, and ensuring inclusivity for various consumer groups are factors that need to be considered. Furthermore, further research into

the social and psychological impact of virtual interactions and comprehensive evaluations of the effectiveness of VR campaigns can provide richer insights for optimizing marketing strategies using this technology.

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4. Accepted (JIMA-08-2023-0266.R3)

The image shows a screenshot of a web browser displaying the ScholarOne Manuscripts Author Dashboard and a decision letter. The browser's address bar shows the URL mc.manuscriptcentral.com/jima. The dashboard on the left has a sidebar with 'Author Dashboard' and '4 Manuscripts with Decisions'. The main area is titled 'Manuscripts with Decisions' and contains a table with columns: ACTION, STATUS, ID, TITLE, SUBMITTED, and DECISIONED. The table lists a manuscript titled 'Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption' with ID 'JIMA-08-2023-0266.R3'. The status is 'Contact Journal' and 'AE: Not Assigned'. The submitted date is '15-Oct-2024' and the decision date is '03-Nov-2024'. Below the table is a 'view decision letter' link.

The decision letter is from the Journal of Islamic Marketing, dated 03-Nov-2024. It is addressed to the author, Neng Sugiana, and the editor, Dr. Mohamed Battour. The letter informs the author that their manuscript, 'Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption', has been accepted for publication in the Journal of Islamic Marketing. The letter also mentions that the author will receive a second message containing a copy of their author accepted manuscript (AAM) and that the article will be published online in EarlyCite. The letter concludes with a thank you to the author and a link to the journal's homepage.

Journal of Islamic Marketing

Decision Letter (JIMA-08-2023-0266.R3)

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CC:
Subject: Journal of Islamic Marketing - Decision on Manuscript ID JIMA-08-2023-0266.R3
Body: 03-Nov-2024

Dear Sugiana, Neng Susi, HURRIYATI, RATIH; Disman, Disman; Dirgantari, Puspo; Gaffar, Vanessa; Rahayu, Agus; Wibowo, Lil; Widjajanta, Bambang

It is a pleasure to accept your manuscript JIMA-08-2023-0266.R3, entitled "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" in its current form for publication in Journal of Islamic Marketing. Please note, no further changes can be made to your manuscript.

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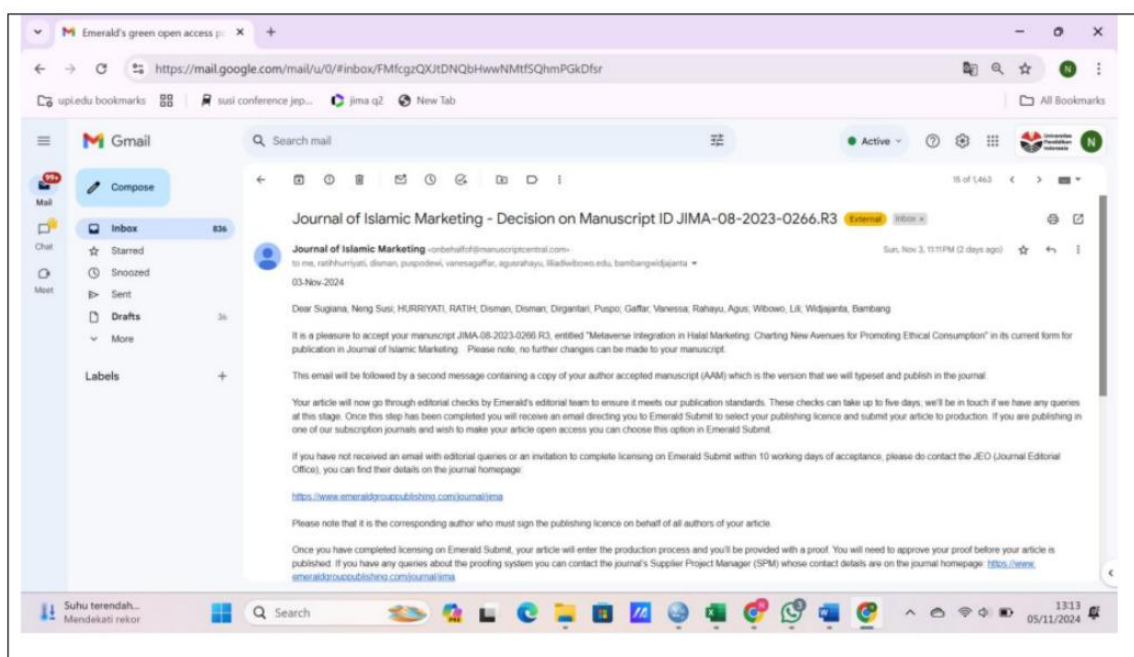
Thank you for your contribution. On behalf of the Editors of Journal of Islamic Marketing, we look forward to your continued contributions to the Journal.

Sincerely,
Dr. Mohamed battour
Editor, Journal of Islamic Marketing
mohamedbator@gmail.com

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5. LOA (15 November 2024)



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To whom it may concern,

This letter is to confirm that the paper "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" has been accepted for publication within the *Journal of Islamic Marketing*. The date of acceptance is 3rd November 2024.

The authors are Neng Susi Susilawati Sugiana, Ratih Hurriyati, Vanessa Gaffar, Puspo Dewi Dirgantari, Bambang Widjajanta, Disman Disman, Agus Rahayu, and Lili Wibowo and the article DOI is 10.1108/JIMA-08-2023-0266.

I would like to thank the authors for their contribution to the journal, on behalf of Emerald Publishing and the editorial team of the *Journal of Islamic Marketing*.

Best regards,

Meghan McDonagh
Journal Production Coordinator

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Metaverse integration in halal marketing: charting new avenues for promoting ethical consumption

Neng Susi Susilawati Sugiana, Ratih Hurriyati, Vanessa Gaffar, Puspo Dewi Dirgantari, Bambang Widjajanta, Disman Disman, Agus Rahayu, Lili Adi Wibowo

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