



SHARIA REVIEW ANALYSIS IN DIGITAL MARKETING CAMPAIGNS: CASE STUDY OF GOOGLE ADSENSE AND FACEBOOK ADS

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Abstract

This study aims to analyze the sharia perspective on digital marketing campaigns across two major platforms: Google Ads and Facebook Ads. Using a qualitative approach, this study evaluates the extent to which both platforms comply with sharia economic principles, such as fairness, transparency, and openness. The research focuses on algorithm transparency, audience targeting ethics, user data utilization, and ad content alignment with sharia values. The results show that Google Ads offers relatively good transparency in ad performance management, but many novice advertisers struggle to understand the complex algorithmic system. Meanwhile, Facebook Ads excels in data-driven audience targeting capabilities, but poses ethical challenges related to user data management. This study also found that advertisers' lack of understanding of platform policies is a major factor affecting the effectiveness of ad campaigns on both platforms. This research makes a significant contribution to the development of sharia-based digital marketing literacy, particularly by providing practical guidance for advertisers to run ethical campaigns that align with Islamic values. These findings are also expected to serve as a reference for policymakers in developing regulations that support the integration of sharia principles in digital marketing.

Keywords: Google Ads, Facebook Ads, Sharia Economy, Sharia Review.

Abstrak

Penelitian ini bertujuan untuk menganalisis tinjauan syariah dalam kampanye pemasaran digital melalui dua platform utama, yaitu Google Ads dan Facebook Ads. Dengan menggunakan pendekatan kualitatif, penelitian ini mengevaluasi sejauh mana kedua platform tersebut memenuhi prinsip-prinsip ekonomi syariah, seperti keadilan, transparansi, dan keterbukaan. Fokus penelitian mencakup aspek transparansi algoritma, etika penargetan audiens, pemanfaatan data pengguna, dan kesesuaian konten iklan dengan nilai-nilai syariah. Hasil penelitian menunjukkan bahwa Google Ads memiliki transparansi yang cukup baik dalam hal pengelolaan kinerja iklan, namun banyak pengiklan pemula mengalami kendala dalam memahami sistem algoritma yang kompleks. Sementara itu, Facebook Ads unggul dalam kemampuan penargetan audiens berbasis data, tetapi menimbulkan tantangan etis terkait pengelolaan data pengguna. Penelitian ini juga menemukan bahwa kurangnya pemahaman pengiklan terhadap kebijakan platform menjadi faktor utama yang memengaruhi efektivitas kampanye iklan pada kedua platform. Penelitian ini memberikan kontribusi signifikan dalam pengembangan literasi pemasaran digital berbasis syariah, khususnya dengan memberikan panduan praktis bagi pengiklan untuk menjalankan kampanye yang etis dan sesuai dengan nilai-nilai Islam. Temuan ini juga diharapkan dapat menjadi acuan bagi pengambil kebijakan dalam menyusun regulasi yang mendukung integrasi prinsip syariah dalam pemasaran digital.

Kata Kunci: Google Ads, Facebook Ads, Ekonomi Syariah, Tinjauan Syariah.



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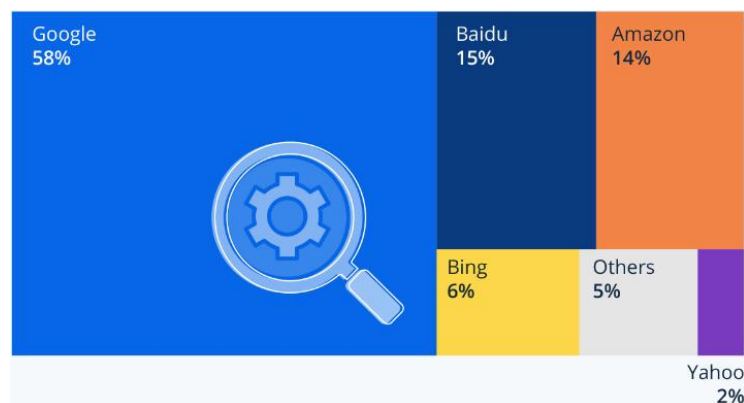
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INTRODUCTION

Digital marketing has become a vital element in contemporary business strategies, enabling companies to reach a wider audience in a cost-efficient manner.¹ In an increasingly connected global context, companies need to understand and integrate ethical principles, including those of Islamic economics, to ensure long-term sustainability and success. Islamic economic principles encompass Islamic moral and ethical values, such as justice, honesty, and openness, which can guide business practices in line with Islamic teachings.²

For more than two decades, Google's search engine has been the world's primary gateway to the internet, helping billions of people navigate the vast amount of information available online. While there have always been other options, such as Lycos and AltaVista in the early days, and Yahoo, Bing, and DuckDuckGo more recently, Google's unchallenged dominance as a de-facto monopoly has almost always remained.³

These are profitable times for Google/Alphabet and its shareholders. Last year alone, advertising revenue from Google's search services reached over \$160 billion, making Alphabet's search comparable to Apple's iPhone: a product that laid the foundation for the company's long-term success and its trillion-dollar valuation.



Source :Statista Market Insight, 2023

Figure 1. Search engine ads on mobile and desktop devices

According to estimates from Statista Market Insights⁴ Google captured nearly 60% of total global search advertising revenue last year. Chinese company Baidu was the second-largest player in the search advertising market with a share of around 15%, followed by Amazon with 14%. If

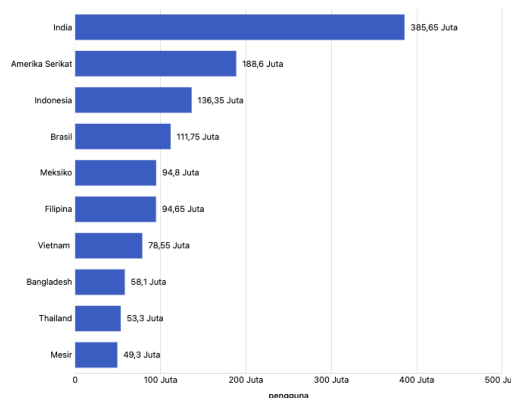
¹ Madhu Bala and Deepak Verma, "A Critical Review of Digital Marketing," *International Journal of Management, IT & Engineering* 8, no. 10 (2018): 321–39.

² Lisa Ramadhani et al., "Peran Strategis Internet dalam Pemasaran Global," *Publiciana* 16, no. 02 (2023): 82–92.

³ Felix Richter, *Google Takes Lion's Share of Search Ad Revenues*, 2023.

⁴ Richter, *Google Takes Lion's Share of Search Ad Revenues*.

there's any question about Amazon's timing in the search engine space, it's worth noting that the company generated billions in revenue from keyword advertising and paid search results on its own platform, which are officially considered search advertising by Statista.



Source :Databox, 2023

Figure 1. Number of Facebook Users 2023

According to the latest data from We Are Social⁵ As of October 2023, Indonesia had 136.35 million Facebook users, making it the country with the third-highest number of Facebook users in the world. India remains in first place with 385.65 million users, while the United States ranks second with 188.6 million users. Brazil, with 111.75 million Facebook users, is followed by Mexico with 94.8 million, the Philippines with 94.65 million, Vietnam with 78.55 million, Bangladesh with 58.1 million, Thailand with 53.3 million, and Egypt with 49.3 million.

Research conducted by Fathudin and Muhammad Mukromin on Google AdSense from a sharia economic perspective, that the Google AdSense advertising business practice on YouTube, which involves content creators or YouTubers, is considered in accordance with sharia economic law from the perspective of 'āqidain (united parties) and the terms of the contract (ījāb and qabūl), with the note that the type of advertisement is displayed clearly and does not violate sharia principles. However, there are differences of opinion among scholars regarding ma'qūd 'alaih (the object of syirkah), where some allow it and some forbid it, showing the complexity of discussions related to certain aspects of this advertising business practice in the context of Islamic Economics.⁶

Research conducted by Fitrotin on Islamic economic law regarding Google AdSense advertising shows that salaries in the advertising business using Google AdSense can vary, as the cost per ad click varies depending on the advertiser's payment amount. Furthermore, there is a lack of clarity regarding the contractual terms, particularly regarding the specifications of the displayed

⁵ Cindy Mutia Annur, *Indonesia Jadi Pengguna Facebook Terbanyak Ke-3 Di Dunia*, 2023.

⁶ Fathudin Fathudin and Muhammad Mukromin, "Advertising Business Pada Google AdSense Di Youtube Perspektif Ekonomi Syariah," *Jurnal Ilmiah Ekonomi Islam* 7, no. 3 (2021): 1722–29.

ads. This is because all displayed ads are the full responsibility of Google. Some ads that appear randomly also fall into the category of ads that do not comply with Islamic sharia principles, such as ads containing pornography, gambling, or online casinos, which are expressly prohibited by Article 27, paragraphs 1 and 2 of the Electronic Information and Transactions Law.⁷

Research conducted by Eko Arif Cahyono on the application of maqashid through Facebook ads shows that the presence of gharar in PPC transactions is not significant and needs to be tolerated so that the main objectives of sharia in the economic sector, such as the realization of good wealth management (*rawaj al-mal*), can be achieved. This way, economic growth can be increased, income can be distributed evenly, and poverty can be alleviated.⁸

The following are previous studies that are relevant as references and considerations for authors in conducting research: Research conducted by Fathudin and Muhammad Mukromin on Google AdSense from a sharia economic perspective, that the Google AdSense advertising business practice on YouTube, which involves content creators or YouTubers, is considered in accordance with sharia economic law from the perspective of 'āqidain (united parties) and the terms of the contract (*ījāb and qabūl*), with the note that the type of advertisement is displayed clearly and does not violate sharia principles. However, there are differences of opinion among scholars regarding *ma'qūd 'alaih* (object of *syirkah*), where some allow it and some forbid it, showing the complexity of discussions related to certain aspects of this advertising business practice in the context of Islamic Economics.⁹

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⁷ Mukti Hidayatul Fitrotin, *Analisis Hukum Ekonomi Syariah Terhadap Bisnis Advertising Pada Google AdSense*, 2023.

⁸ Robert Hunter Wade, "Is Globalization Reducing Poverty and Inequality?," in *Neoliberalism, Globalization, and Inequalities* (Routledge, 2020).

⁹ Fathudin and Mukromin, "Advertising Business Pada Google AdSense Di Youtube Perspektif Ekonomi Syariah."

¹⁰ Fitrotin, *Analisis Hukum Ekonomi Syariah Terhadap Bisnis Advertising Pada Google AdSense*.

good wealth management (rawaj al-mal), can be achieved. This way, economic growth can be increased, income can be distributed evenly, and poverty can be alleviated.¹¹

Research conducted by Madhu Bala and Deepak Verma on digital marketing trends shows that digitalization has changed the way consumers interact with businesses, with consumers now using the internet to find the best deals more often than conventional methods. Digital marketing through search engine optimization (SEO), search engine marketing (SEM), social media marketing, and content marketing has proven to be highly beneficial for businesses. Social media platforms like WhatsApp and Facebook create new opportunities for marketers to engage consumers. The research emphasizes that digital marketing is cost-effective and has significant commercial impact, with its success heavily dependent on understanding the target market and the platform used.¹²

Research conducted by Boban Melovic et al. on digital transformation in Montenegro evaluated how the implementation of digital marketing impacted brand promotion and positioning, particularly through the development of e-business. The study was conducted using a survey of 172 companies using Structural Equation Model (SEM), Analysis of Variance (ANOVA), and eta coefficient analysis methods. The results showed that factors such as implementation period, user capability, perceived cost, effect measurement, and the adequacy of traditional marketing influenced the effectiveness of digital marketing. Social media was the most frequently used tool, while Google Analytics was the primary method for measuring results. The greater the use of digital marketing, the more significant its impact on brand promotion and positioning.¹³

This study aims to analyze Sharia compliance in digital marketing campaigns, focusing on two major platforms: Google AdSense and Facebook Ads. Google AdSense and Facebook Ads are two major players in the digital marketing realm, providing platforms for companies to promote their products and services to a large audience.

While the importance of Sharia compliance in the digital marketing context is recognized, there is little research specifically examining the sustainability and effectiveness of digital marketing campaigns in this context. Case studies of Google AdSense and Facebook Ads will provide in-depth insights into how companies can implement Sharia principles in their digital marketing strategies and the extent to which this can impact the success of their campaigns.

¹¹ Nurul Huda and Eko Arif Cahyono, "Aplikasi Maqashid Ekonomi Syariah Ibnu Asyur Pada Sistem Penggunaan Iklan Payper Click Melalui Facebook AdSense," *Al Maqashidi: Jurnal Hukum Islam Nusantara* 6, no. 1 (2023): 15–26.

¹² Bala and Verma, "A Critical Review of Digital Marketing."

¹³ Boban Melović et al., "The Impact of Digital Transformation and Digital Marketing on the Brand Promotion, Positioning and Electronic Business in Montenegro," *Technology in Society* 63 (2020): 101425.

RESEARCH METHODS

This research will use an in-depth qualitative approach to understand the context, meaning, and implications of digital marketing campaigns within the framework of Islamic sharia. A qualitative approach allows for in-depth interpretation and contextual understanding.

The qualitative approach was chosen because of its ability to explain complex phenomena, explore individual perspectives, and provide in-depth context to the issues being studied.¹⁴ In the context of digital marketing campaigns, this approach allows researchers to understand how Sharia principles are reflected in marketing strategies, how stakeholders interpret these principles, and their impact on decision-making.

The type and source of data used is the main qualitative data which will be obtained through in-depth interviews¹⁵ with business owners, marketers, or individuals involved in digital marketing campaigns. Interviews will explore their understanding of Sharia principles, the motivations behind the campaigns, and the role of Sharia in marketing decision-making. In addition to interviews, content analysis will be used. Data will be obtained through content analysis of digital marketing campaigns on Google AdSense and Facebook Ads. Focus will be given to ad text, images, and messages that reflect or conflict with Sharia principles.

The data validity techniques applied involved triangulation of methods and sources, verification with respondents, selection of representative respondents, field notes and reflections, and third-party analysis.¹⁶ Triangulation of methods and sources provides robust analysis, while verification with respondents enhances the alignment of findings with lived experiences. Representative selection of respondents and detailed field notes provide rich context, while the involvement of third parties provides objective perspectives.

By detailing this methodology, this study seeks to ensure the validity of the data and the reliability of the findings. This research is expected to provide a comprehensive understanding of how Sharia principles are reflected in digital marketing campaigns, provide rich insights into Sharia-based marketing decision-making, and provide a foundation for companies to develop business practices that align with Sharia economic principles.

¹⁴ Rusdin Tahir et al., *METODOLOGI PENELITIAN KUALITATIF: Mengumpulkan Bukti, Menyusun Analisis, Mengkomunikasikan Dampak* (PT. Sonpedia Publishing Indonesia, 2023).

¹⁵ Ivanovich Agusta, "Teknik Pengumpulan Dan Analisis Data Kualitatif," *Pusat Penelitian Sosial Ekonomi. Litbang Pertanian, Bogor* 27, no. 10 (2003): 179–88.

¹⁶ Samiaji Sarosa, *Analisis Data Penelitian Kualitatif* (Pt Kanisius, 2021).

RESULTS AND DISCUSSION

The Urgency of Digital Campaigns

In today's digital era, online marketing has become a crucial element of modern business strategy. Companies of all sizes utilize digital platforms to promote their products and services more effectively and efficiently. Digital marketing allows companies to reach a wider audience at a relatively low cost compared to traditional marketing. Two primary platforms used in digital marketing are Google AdSense and Facebook Ads. Both platforms offer services that allow businesses to display their ads across various websites and social media platforms with highly targeted targeting.¹⁷

Google Ads Campaign

From the perspective of business owners who want to run digital marketing campaigns through Google AdSense, there are several things to consider to ensure that their marketing strategy is effective and compliant with Sharia principles. Google AdSense is a platform that allows advertisers to reach a wider audience through Google's ad network, which can appear on various websites, blogs, and apps. As an advertiser, you have control over your budget, campaign goals, and the types of ads displayed. However, there are several aspects that must be thoroughly understood regarding transparency, gharar (uncertainty), and Sharia compliance in this marketing process.¹⁸

Google AdSense is one of the world's largest advertising platforms, enabling publishers (website owners or content creators) to earn revenue by displaying ads on their websites. This system works using a revenue-sharing model, where Google shares the advertising revenue generated from advertisers with publishers. However, while this platform is very popular and effective for content monetization, there are several important issues to consider, particularly from a Sharia (Islamic) perspective.

One of Google AdSense's key features is an automated auction system that determines ad pricing and placement on relevant websites or apps. Advertisers bid for ad positions, and the ads with the highest bids and the highest relevance are displayed to users. While this system is highly efficient in reaching targeted audiences, advertisers often find it confusing how ad pricing is determined.

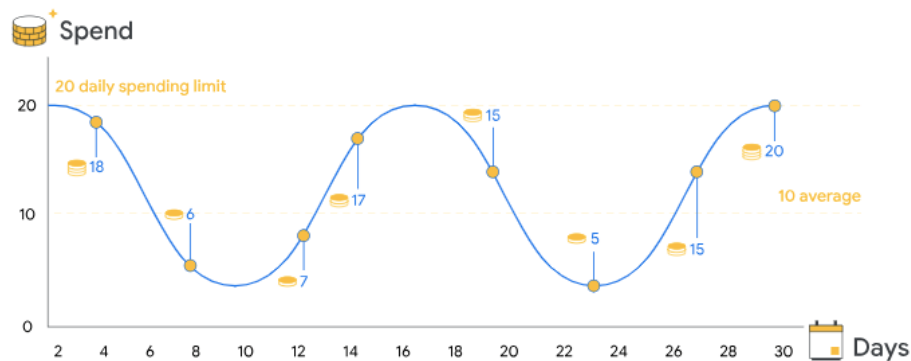
Google uses a Pay-Per-Click (PPC) system, where advertisers only pay when users click on their ads. However, cost-per-click (CPC) rates can vary significantly depending on industry

¹⁷ Panca Windi and Mansur Chadi Mursid, "Pentingnya Perilaku Organisasi Dan Strategi Pemasaran Dalam Menghadapi Persaingan Bisnis Di Era Digital," *Jurnal Logistik Bisnis* 11, no. 2 (2021): 71–77.

¹⁸ Gunawan Chakti, *The Book Of Digital Marketing: Buku Pemasaran Digital*, vol. 1 (Celebes Media Perkasa, 2019).

competition, audience demographics, and keywords used.¹⁹ Advertisers often don't understand how Google's algorithm determines the prices they pay. This lack of transparency can be considered gharar, an uncertainty that violates Sharia principles.

To minimize gharar, advertisers need to conduct more in-depth research into how ad pricing occurs and set budgets within established limits. Google AdSense provides various tools to monitor campaign performance and ad costs in real time. Advertisers can also set a maximum price limit per click, which can reduce uncertainty in campaign costs.



Source : processed, support.google.com

Figure 4.1 Average Daily Advertising Budget

The chart above shows daily spending fluctuations in a digital advertising campaign, measured against daily and monthly spending limits set by the advertiser. This chart illustrates the variation in daily spending, despite a predetermined budget limit. Below is a detailed interpretation of the chart and a scientific explanation of budget control in digital marketing campaigns.

In this diagram, the daily spending limit is shown at \$20. This means that while daily spending may vary, the system will ensure that it doesn't exceed twice the average daily budget. This demonstrates the control mechanism implemented by the advertising platform, which allows spending to increase or decrease below a certain limit while maintaining the maximum spend at a set level.

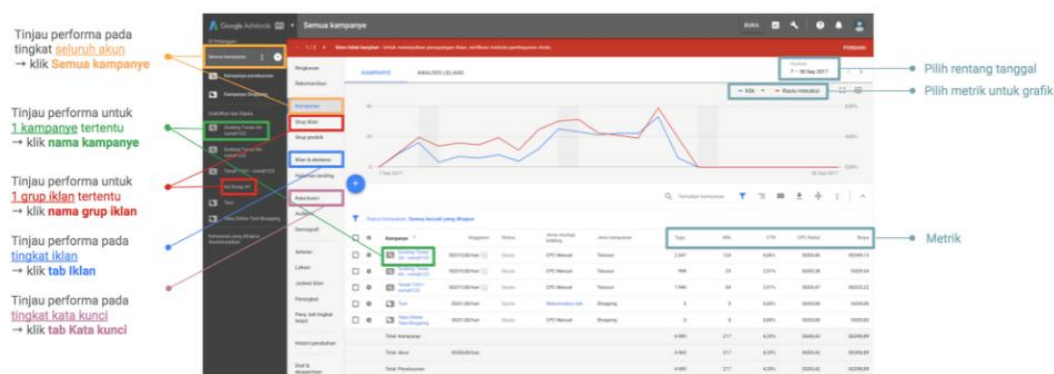
In the context of sharia-compliant digital marketing, budget control is crucial to ensure that spending remains within reasonable limits and in line with ethical values that support fairness and transparency.

Campaign performance evaluation is a crucial step in measuring the effectiveness of a digital marketing strategy. Google AdSense provides a variety of analytical tools that allow

¹⁹ Tri Haryono Andi and Suryadi Hutasoit Bolmer, "Digital Marketing antara Pemahaman Teoritis dan Panduan Praktis," preprint, Universitas Wahid Hasyim Semarang, 2023.

advertisers to monitor their ad performance in real time. Google Analytics and the Google Ads Dashboard provide data on ad impressions, clicks, cost per click, and conversions. From a Sharia perspective, it is crucial to ensure that performance evaluation is conducted honestly and transparently. Ads that fail to engage audiences should be carefully evaluated to understand the reasons for their failure, and advertisers should be willing to make necessary adjustments. Sharia principles emphasize the importance of justice and sustainability (masalahah).²⁰ Which means advertisers must ensure that their marketing strategies are not only oriented towards short-term profits, but are also sustainable and provide benefits to all parties involved.

Performance evaluation is also crucial to ensure advertisers don't incur unnecessary costs. Advertisers should constantly monitor their budgets and ensure that each ad spend aligns with the value generated. This way, they can avoid waste and maintain a balance between costs and results.



Source :processed, support.google.com

Figure 4.2 Google AdSense Campaign Performance Graph

The image above shows the Google Ads interface, specifically the section that displays ad performance based on keywords used in digital campaigns. Each keyword in an ad group is analyzed based on various performance metrics, such as impressions, clicks, click-through rate (CTR), cost-per-click (CPC), and conversions. Advertisers can use this data to assess the effectiveness of selected keywords and make strategic decisions about campaign optimization.

In the context of Islamic economics, keyword analysis in digital advertising campaigns must adhere to Islamic principles that emphasize fairness, transparency, and honesty (al-sidq). Advertisers must use keywords that are relevant, honest, and appropriate to the product or service being promoted. The use of misleading or irrelevant keywords can violate the principle of honesty in Islam, as it can attract users for unjust reasons.

²⁰ Muhammad Misbakul Munir, "Pemberdayaan Ekonomi Berlandaskan Masalah Dalam Hukum Islam," *Jurnal Kajian Islam Modern* 10, no. 01 (2023): 34–45.

1. Justice (Al-'Adl)

Advertisers must ensure that the keywords they use provide fair value for both users and advertisers. Using overly competitive keywords with high CPCs may be inappropriate if the product or service being offered is irrelevant or doesn't provide benefits commensurate with the cost. Therefore, it's important to balance keyword performance and cost to ensure that the budget allocated delivers results consistent with Islamic economic principles.

2. Openness (Al-Nazahah)

Advertisers must be transparent in selecting keywords that truly reflect their products or services. Ads appearing with irrelevant or misleading keywords can disappoint users and damage a business's reputation, which is inconsistent with the principle of transparency in Sharia law. Therefore, it is crucial to use keywords that honestly describe what is being offered.

3. Efficiency in Spending

Keyword performance data also allows advertisers to optimize their spending in accordance with Sharia principles, which emphasize prudent financial management. Keywords with high CPCs but low CTRs and conversions can be considered wasteful and should be re-evaluated to ensure the campaign is running efficiently and effectively.

The use of keywords in digital advertising campaigns must be conducted with full consideration of ethics and fairness, as governed by Islamic economic principles. Advertisers must actively analyze keyword performance to ensure that the costs incurred are commensurate with the results achieved, and that the message conveyed through the advertisement is honest and in line with Islamic values. This way, advertisers can achieve ethical and sustainable business success.

Facebook Ads Campaign

Digital marketing campaigns through Facebook Ads have become a highly effective strategy for advertisers to reach a wider and more targeted audience. As one of the largest digital advertising platforms, Facebook Ads offers a variety of features that allow advertisers to leverage user data to target ads with high precision.²¹ In digital marketing campaigns using Facebook Ads, advertisers need to consider several important aspects to maximize campaign results. These include the use of user data, pricing within the auction system, and the importance of honesty in advertising. This research highlights how Facebook Ads uses advanced technology to manage user data, optimize campaigns through an automated auction system, and how advertisers should consider Sharia values when running ads.

²¹ Lestari Retnawati et al., "Efektivitas Facebook Sebagai Media Marketing Menggunakan Konsep Advertising Balance Scorecard (ABSC)," *Decode: Jurnal Pendidikan Teknologi Informasi* 4, no. 2 (2024): 502–8.

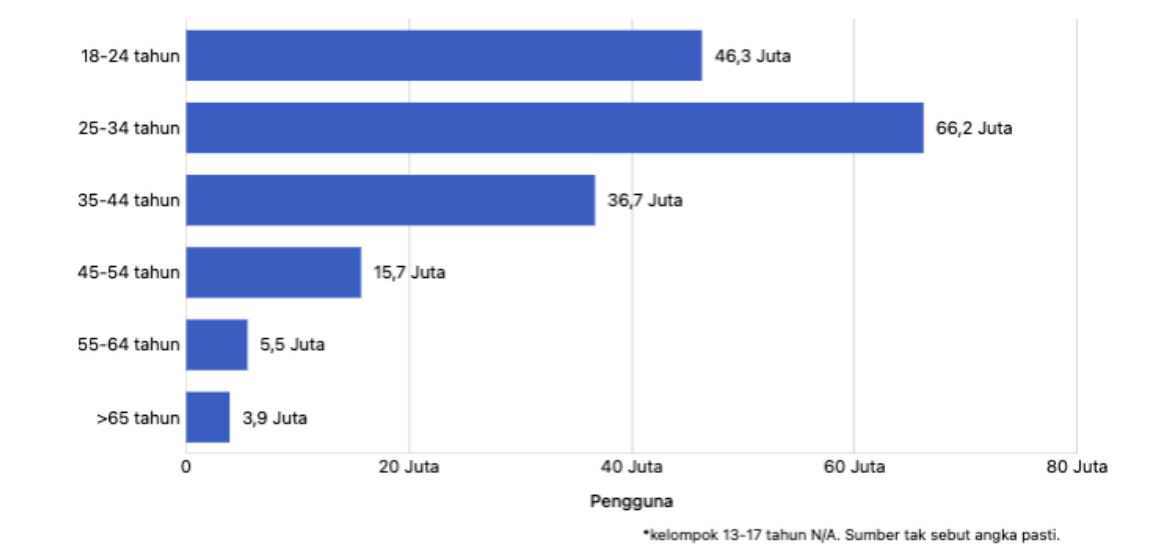
Facebook Ads utilizes user data approved during account registration to help advertisers target ads more accurately. The data used includes demographic information such as age, gender, location, and user behavior and interests based on their activity on Facebook, Instagram, and related apps. This data enables advertisers to reach relevant audiences, improve campaign effectiveness, and maximize ad spend efficiency.

One of Facebook Ads' key strengths is its ability to manage user data and generate precise audience segmentation. Using data gathered from user interactions on the platform, advertisers can direct their ads only to individuals who are likely to be interested in the products or services offered. For example, a company selling fitness products could target users who have expressed an interest in health and exercise. Furthermore, the Custom Audiences feature allows advertisers to upload their own customer data, such as email lists or phone numbers, to target ads to known users. By combining internal advertiser data with data available on the platform, Facebook provides advertisers with the opportunity to efficiently expand their reach.

However, even though the use of user data on Facebook Ads complies with the policies agreed to during registration, educating advertisers is crucial. Many advertisers still lack an understanding of privacy policies and the ethics of data use. From a Sharia economic perspective, respect for individual privacy and transparency are key principles. Therefore, advertisers using Facebook Ads must ensure that their data is used in accordance with platform policies, maintain the confidentiality of personal information, and adhere to the principle of transparency.

Advertisers also need to manage sensitive data with great care to prevent misuse. Sensitive information, such as health or financial information, must be handled with the utmost responsibility to avoid violating user privacy. In Islam, transparency is a key principle, requiring advertisers to be transparent in disclosing the purposes for which data is used and ensuring that it is used for legitimate and ethical purposes.

With a better understanding of platform policies and ethical data management, advertisers can leverage Facebook Ads effectively, without violating privacy or Sharia principles.



Source :databook, 2024

Figure 4.3 Facebook User Performance Graph

Use of Creative Content and Evaluation of Results

In a Facebook Ads campaign, creative content and results evaluation are two key elements that determine the success of a marketing strategy. Facebook Ads offers a variety of ad formats that allow advertisers to deliver engaging and relevant messages to their target audience. However, the success of creative content must be consistently measured and evaluated to ensure optimal impact.

Creative content serves as a key attraction, capturing the audience's attention in seconds. With millions of ads competing on this platform, unique and relevant creative content can make a campaign stand out.²² Some important aspects of using creative content include:

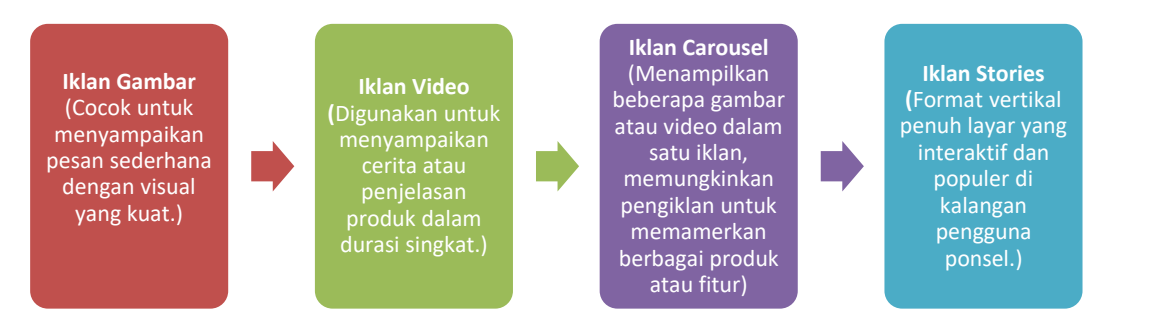


Figure 4.4 Selecting the Right Ad Format

²² Ahmad Azmi Asshidqi and Nina Yuliana, “Pengaruh Tiktok Shop Terhadap UMKM Lokal,” *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial* 1, no. 5 (2023).

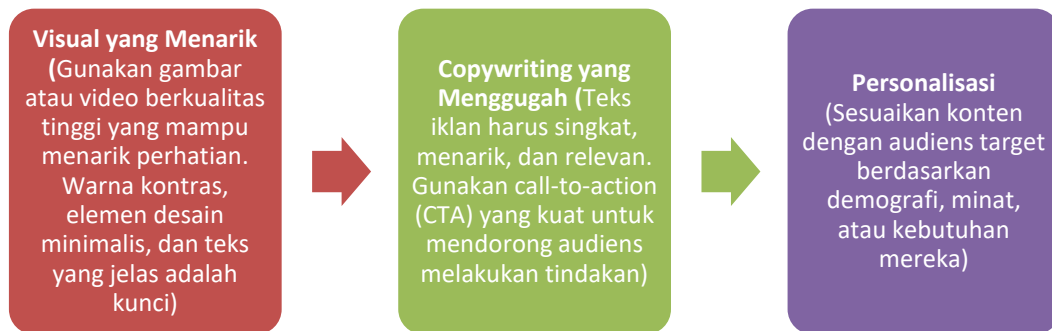


Figure 4.5 Creativity in Visuals and Messages

Evaluating Facebook Ads campaign performance is a crucial step in measuring the success of a digital marketing strategy in achieving its stated goals. Facebook Ads Manager provides analytics tools that allow advertisers to monitor various metrics such as reach, clicks, cost-per-click (CPC), and conversions. A comprehensive evaluation can help advertisers understand the effectiveness of their campaigns and make necessary strategic adjustments to optimize them.

From a sharia economic perspective, this performance evaluation must also be carried out transparently and honestly (*al-sidq*), to ensure that advertising expenditures not only generate profits, but are also aligned with ethical and sustainable values.

CONCLUSION

This study examines digital marketing practices through Google Ads and Facebook Ads from a sharia perspective, with a focus on the application of principles such as transparency, fairness, and openness.

Google Ads offers considerable transparency in managing ad performance data and pricing through its automated auction system. However, advertisers still face challenges in understanding how this system works, often leading to suboptimal marketing decisions.

Facebook Ads excels in data-driven audience targeting. While user data is managed based on prior consent, educating advertisers about privacy policies and algorithms is key to avoiding misunderstandings and increasing campaign effectiveness.

Both have great potential to support effective and Sharia-compliant marketing campaigns, but require special attention in terms of algorithm transparency, advertiser education, and compliance with ethical and Sharia principles.

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