

Shopee's Digital Communication Strategy in Response to the Lifestyle of Urban Muslims in Indonesia

Charisma Dina Wulandari¹, Radita Gora Tayibnapis², Rulli Nasrullah³

¹²³ Universitas Pembangunan Nasional Veteran Jakarta; Indonesia; e-mail; 2210422002@mahasiswa.upnvj.ac.id

Received: 25/05/2023	Revised: 06/10/2023	Accepted: 30/12/2023
Abstract	This study aims to determine and analyze the success of Shopee's digital communication strategy in responding to the lifestyle of urban Muslims in Indonesia. This research uses a qualitative approach. The data sources used in this study are documents and information related to Shopee's digital communication strategy, such as advertising campaigns, promotional materials, and company publications. In addition, secondary data obtained from literature studies and previous research relevant to the research topic are also used. The data collection techniques used in this study were literature studies and library research. Data analysis is done by digging deeply into the information in related documents and literature. Based on the discussion points, this study concludes that Shopee's communication strategy has proven to be very relevant and effective in influencing Indonesia's urban Muslim middle class. By considering the cultural elements, religious values, and online behavior typical of this demographic, Shopee created strong relationships with Muslim consumers, increased engagement, and strengthened its brand image as an e-commerce platform responsive to cultural needs and preferences. The communication theories identified, such as symbolic interaction theory and cultural approaches in organizational communication, can provide valuable insights into how Shopee understands and responds to the social and cultural dynamics of the Muslim middle class. By paying attention to these factors, Shopee can continue to develop communication strategies that are more effective and relevant in meeting the needs and desires of Muslim consumers.	
Keywords	Digital Communications, Shopee, Lifestyle, Urban Muslims	
Corresponding Author	Charisma Dina Wulandari Universitas Pembangunan Nasional Veteran Jakarta; e-mail; 2210422002@mahasiswa.upnvj.ac.id	

1. INTRODUCTION

The evolution of communication technology has progressed quite rapidly in today's digital era. Almost every year, new technological advances appear that change human communication activities to become simpler and more diverse. The development of various new media, known as new media, is one of the impacts of communication technology on the internet. Social media, often known as new media or new media, offers a new look at communication platforms that allow users to communicate in new ways. In addition to social media, many online shopping platforms have sprung up worldwide, ranging from multinational businesses to domestic businesses that are also major players in a country's e-commerce business. E-commerce is a platform that allows users to make electronic transactions



© 2023 by the authors. Open access publication under the terms and conditions of the Creative Commons Attribution 4.0 International License (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

anywhere and anytime; buyers only need to select goods through devices, make payments, and wait for goods to arrive at the destination address.

Apart from the convenience offered, some things could be improved regarding using e-commerce. For example, limited face-to-face interaction, face-to-face interaction is required for some businesses and transactions. Depending on a seller's product, service, or sales style, bringing the full power of that seller's personality to an online platform can take time and effort. While there is no instant solution, maintaining brand branding in front of consumers can help sellers maintain the authenticity of their products.

Then, the issue of trust between sellers and buyers. Recently, it has often been found that buyers commit acts of violence against couriers who try to complete Cash-on-delivery (COD) transactions and collect payment money from consumers. Then, consumers vent their emotions to the courier and claim the fault of the goods is purely the courier's responsibility, even though it should also be the seller's responsibility.

For this event, the e-commerce party (Shopee Indonesia) officially stated that it was trying to educate its consumers about the COD concept through digital communication through banners in the application. Shopee placed a banner containing information on the platform's COD scheme and an explanation for returners before choosing the COD payment option. Not only banners, Shopee also inserts educational messages through television advertisements and online media. In the advertisement, the COD concept is represented to the audience (Burhan, 2021).

Digital communication technologies have significantly reshaped the lifestyle and consumer behavior of the urban Muslim population in Indonesia. With the rapid rise of social media and e-commerce platforms, individuals belonging to the middle-class Muslim demographic have experienced a profound transformation in how they interact, consume, and engage with the world around them (Anggraini et al., 2024). Social media platforms have revolutionized how people communicate, share information, and connect with others globally. In Indonesia, where a sizable population adheres to Islam, social media has become more than just a tool for socializing; it has become a virtual space where individuals express their religious identity, share Islamic teachings, and engage in discussions about faith-related matters (Indira et al., 2019). For the urban Muslim community, platforms like Facebook, Instagram, and Twitter serve as avenues for expressing religious beliefs, connecting with like-minded individuals, and seeking guidance on various aspects of Islamic lifestyle, including halal products, Islamic fashion, and religious practices.

Simultaneously, the rapid expansion of e-commerce platforms, such as Shopee, has revolutionized how urban Muslims in Indonesia shop and consume goods and services. These platforms offer a convenient and accessible way for individuals to access a wide range of products,

including halal-certified items, modest fashion, and Islamic literature. Moreover, e-commerce platforms have facilitated the growth of Islamic businesses and entrepreneurs, providing them with a global marketplace to showcase their products and reach a broader audience.

In this context, understanding how digital communication technologies, particularly social media and e-commerce platforms, are utilized by the middle-class Muslim demographic in Indonesia is crucial. By examining the digital communication strategies employed by platforms like Shopee to cater to urban Muslims' unique lifestyles and preferences, we can gain valuable insights into the intersection of technology, culture, and commerce in contemporary Indonesian society (Ekklesia, 2024). This study aims to explore Shopee's digital communication strategy and its impact on the lifestyle and consumer behavior of the urban Muslim population in Indonesia, shedding light on the evolving dynamics of digital commerce and religious expression in the digital age.

The rise of e-commerce has significantly influenced the consumer behavior and lifestyle choices of the middle-class Muslim population in Indonesia (Dewi et al., 2022). As one of the largest Muslim-majority countries in the world, Indonesia presents a unique landscape where the intersection of technology, commerce, and culture has reshaped the way urban Muslims engage with digital platforms for their daily needs and preferences. Within this context, Shopee, one of Indonesia's leading e-commerce platforms, has implemented a tailored digital communication strategy to cater specifically to the lifestyle and preferences of urban Muslims (Nawas et al., 2023). This strategy encompasses various elements, including targeted marketing campaigns, curated product offerings, and community engagement initiatives, all aimed at resonating with this demographic group's values, beliefs, and consumption patterns.

Understanding the nuances of Shopee's digital communication strategy in response to the lifestyle of urban Muslims in Indonesia requires a multifaceted examination. Firstly, it involves analyzing how Shopee utilizes social media platforms, influencer collaborations, and digital advertising to reach and engage with its target audience effectively. By leveraging these channels, Shopee can create a personalized and immersive shopping experience that aligns with urban Muslim consumers' cultural and religious sensibilities. Secondly, it entails exploring how Shopee caters to urban Muslim consumers' specific needs and preferences through its product assortment and service offerings. This includes the availability of halal-certified products, modest fashion collections, and Ramadan-themed promotions, all of which reflect Shopee's commitment to providing a diverse and inclusive shopping environment for its Muslim clientele (Khasanah et al., 2022).

Furthermore, the discussion on Shopee's digital communication strategy in response to the lifestyle of urban Muslims in Indonesia should also examine the role of community engagement and user-generated content. By fostering online communities, hosting virtual events, and encouraging user

reviews and testimonials, Shopee can cultivate a sense of belonging and trust among its Muslim customers, strengthening brand loyalty and advocacy. This study aims to delve deeper into Shopee's digital communication strategy and its implications for urban Muslims' lifestyle and consumer behavior in Indonesia. By examining the specific tactics and approaches employed by Shopee to engage with this demographic group, we seek to uncover insights that contribute to our understanding of the evolving dynamics of e-commerce and cultural identity in the digital age.

2. METHODS

The research method used in this study is a qualitative literature study. This approach allows researchers to investigate and analyze the information in the literature related to the research topic, namely Shopee's digital communication strategy in responding to the lifestyle of urban Muslims in Indonesia.

The documents analyzed include social media content, company publications, financial reports, case studies, academic articles, and news articles related to Shopee, e-commerce, and Muslim consumer behavior. These documents will be carefully selected to ensure the relevance and accuracy of the information obtained.

To conduct a literature review, researchers will use a variety of search engines and databases, including Google Scholar, ProQuest, JSTOR, and leading university library database platforms. A combination of relevant keywords such as "Shopee," "digital communication strategy," "urban Muslims," "Indonesia," and "e-commerce" will be used to identify related articles and studies. The data analysis plan will involve the following steps:

- Data Collection: Researchers will collect relevant documents and identify key information about Shopee's digital communication strategy.
- Reading and Coding: The data collected will be read carefully to identify key themes and emerging patterns. Coding schemes can organize information into relevant categories, such as types of communication strategies, communication goals, and user responses.
- Thematic Analysis: The researcher will use a thematic analysis approach to identify and explore key patterns and themes that emerge from the data. This will involve organizing data into thematic categories that reflect key aspects of Shopee's digital communications strategy in response to the needs and preferences of urban Muslims in Indonesia.

In addition, theories related to digital marketing, consumer behavior, and organizational communication will be used to analyze and interpret the findings in a broader context. Thus, this study will provide an in-depth understanding of how Shopee manages its digital communications strategy to respond to the lifestyles and preferences of Muslim consumers in Indonesia.

3. FINDINGS AND DISCUSSION

a) **Shopee Indonesia's Digital Communication Strategy in Response to *Cash on Delivery* (COD) Case**

In line with the increasing growth of the urban Muslim population in Indonesia, Shopee has identified that this market segment has unique preferences and lifestyles when conducting online transactions. One important aspect to consider is the Cash on Delivery (COD) payment option. For many urban Muslim consumers, COD offers convenience and comfort in transactions and provides a greater sense of security and trust in online shopping. By understanding the significance of cash payments in certain cultures and social norms in these communities, Shopee has developed a digital communications strategy highlighting COD options' availability. Through targeted marketing campaigns and feature adjustments on its platform, Shopee seeks to build an image that is friendly to the preferences of the urban Muslim community and strengthen its positioning as a reliable online store that suits the lifestyle of this market segment.

E-commerce is the most popular platform for people to answer transaction and shopping needs. E-commerce offers shopping access through internet access with various choices and a freight forwarding system integrated with several expeditions so that this service reaches all regions of Indonesia. Product payment options include bank transfers, virtual accounts, credit cards, and cash on-site (COD) payments. However, from these advantages, there are unpleasant events felt by couriers when facing consumers with *the Cash on Delivery* (COD) payment option (Benedictus Dicky et al., 2021).

When the order package arrives at the consumer's home, many consumers are reluctant to pay the order bill because they feel that the goods sent are unsuitable or for other reasons. Consumers feel aggrieved by shop owners, but often, couriers become targets of consumer disappointment. In the case that occurred in Banyuasin Regency, South Sumatra Province, consumers tend to be complicated when couriers ask for payment of orders until the courier comes to the consumer's home to take back the unpaid package. However, the courier received a stab wound from the customer (Indonesia, 2023). Other incidents also cause losses to couriers when consumers choose the COD payment option. Couriers often complain on the spot, and consumers are reluctant to pay under the pretext of inappropriate orders.

Due to the many reports of violence against couriers caused by COD orders, the public and the consumer rights protection agency Yayasan Lembaga TConsumer Indonesia (YLKI) demanded that e-commerce eliminate COD services as a payment option. Reporting from Kompas.com, YLKI assessed that people still cannot understand the function of technology comprehensively (Safitri, 2021).

This is evidenced by complaint data throughout 2020; YLKI received 3,692 complaint cases, with the highest number in the banking sector at 33.5 percent, e-commerce at 12.7 percent, telecommunications at 8.3 percent, electricity at 8.2 percent, and housing at 5.7 percent. This number

continues to grow yearly, considering the increasing number of e-commerce consumers. In 2022, the first semester of the Directorate General of Consumer Protection and Commercial Order (Ditjen PKTN) of the Ministry of Trade recorded that 86.1 percent or 3,181 complaints came from the e-commerce sector. Reporting from kontan.co.id complaints made by consumers include goods not displayed on the screen, goods in damaged condition, or other problems that should be directly related to the seller of the product. (Handoyo, 2022).

From these various events, e-commerce realizes that consumers lack adequate knowledge about *Cash on Delivery* (COD) features. Several e-commerce representatives responded to the suggestion from YLKI to remove the COD payment system. However, all e-commerce representatives (Tokopedia, Lazada, and Shopee) agreed that the rule applied was that consumers must pay the courier according to the order bill. If the order received is not appropriate, consumers can report to the e-commerce party according to the procedures that have been arranged (Rosa, 2022). Unfortunately, the community's low literacy of business processes and *product knowledge*, coupled with the possibility of irresponsible sellers, is a disadvantage. In the case of COD, the courier position could be better.

Cases of violence against couriers when conducting COD transactions with e-commerce consumers are the company's responsibility as a policyholder. The COD payment option is not held without reason, and not everyone has proper access to financial services. This is the most fundamental reason e-commerce companies are reluctant to remove the COD option from applications.

Shopee Indonesia took educational steps to help the general public minimize similar incidents. Shopee tries to educate by placing banners containing information about COD on the platform's homepage.



Picture 1 Banner on Cash on Delivery (COD) in Shopee Platform



Picture 2 Banner Informasi Cash on Delivery (COD) Tukul Arwana

From the two banners, the company strives to present information that the COD system is a payment system that allows consumers to pay at the destination address without making payments through ATM/minimarket machines. The Company monitors activities involving sellers, buyers, and couriers. The monitoring aims to manage the messages conveyed to the public to fulfill the company's wishes. Shopee already has its operational procedures that regulate the COD system, which is displayed on the seller education page on the platform. This step is called *the two-way symmetrical model*.

Displaced from the PennState site (the Arthur W. Page Center), the *two-way symmetrical model* highlights common loyalty conflicts in *public relations*. Professionals are often divided in their loyalty to their organization and their loyalty to key stakeholders. The Golden Rule proverb offers a good guide for practitioners to balance these loyalty conflicts. This rule instructs professionals to act in the way they expect from others. Professional *public relations*: You can also use the "sincerity test" when creating persuasive messages. Tests of sincerity, such as the Golden Rule, say that professionals should only use persuasive methods and arguments that would appear legitimate if addressed to themselves.

In this condition, Shopee realizes that there is a discontinuity between the rules that have been formed and practices in the field. With many complaints and urges from YLKI, Shopee also concluded that platform users must get more information regarding the COD feature. The first banner contains the words "can pay on the spot!" and "free return." This means that the COD feature is held to make it easier for consumers who do not have access to e-wallets or ATMs to pay orders in cash at the destination address. The next sentence, although Shopee has implemented a rule that the order package that the consumer has opened must still be paid a certain amount of the bill to the courier if there is a problem, the consumer has the right to return the goods according to the procedure and not by courier.



Picture 3 Iklan Shopee COD Tukul Arwana Youtube Shopee Indonesia

In addition to using banners on the platform, Shopee also inserts messages in mass and social media advertisements. In the advertisement on the Shopee Indonesia Youtube channel entitled "*Use Shopee COD Guaranteed Safe and Can Pay on the Spot*," which shows Brand Ambassador Tukul Arwana singing the Shopee COD jingle "Shopee COD pay directly on the spot, without savings, without accounts" this message is repeated continuously to remind consumers that COD is just a payment system, nothing more. Repeating messages in Shopee ads is based on the *dissonance theory*. *Dissonance theory* explains that something will produce feelings of mental discomfort that lead to changes in one's attitudes, beliefs, or behaviors to reduce discomfort and restore balance.

Dissonance theory proposed by Leon Festinger (1957), where this theory assumes the need for consistent knowledge. This theory is applied to all consistency models based on the idea that phenomena are *ordered* (consistent) and predictable. These theories are important for the companies represented by *corporate communication* Because they provide a way for you to predict future effects or effects. (Ardianto, 2004)

In addition to providing education to platform users, installation *banners* and Shopee COD ads also contain persuasive messages as a hallmark of the ad. "*Shopee COD will get free shipping*" and "*Shopee Code Pasti Dijamin In This*." These sentences contain persuasive meanings that can evoke a response from the audience. Shopee Indonesia implements *the Yale attitude change model*, which allows changes in the audience as communicants in the form of perceptions, emotions, and behaviors, including changes in views and attitudes (Ardianto, 2004). Shopee Indonesia cannot accept input on removing the COD system as a company. Instead, the company seeks to improve *consumers' awareness* in unique and creative ways. The communication strategy carried out must be consistent and continuous in order to achieve these educational goals.

The Success of Shopee Indonesia's Digital Communication in Responding to Cash On Delivery (COD) Cases

Today, many companies compete to carry out digital communication strategies in unique ways to gain audience sympathy. This is also done by the multinational company Shopee Indonesia, which introduces features and offers attractive promos every month. Shopee Indonesia holds a monthly campaign to celebrate twin date moments with free shipping promos (postage). However, each ad is attached to the offer of a *Cash on Delivery* (COD) payment option that allows Shopee consumers to wait for goods to arrive at the destination address and then pay the order in cash to the courier. COD has long been a highlight in every Shopee advertising product; even Shopee has its jingle to inform its COD feature: "*Shopee COD 2x pay directly on the spot...*"



Picture 4 Iklan Shopee Arsy Youtube Shopee Indonesia

After advertising, the company will try to measure the effect of communication on the audience. Communication can influence consciousness (*awareness*), knowledge, and profit. So according to (Kotler, 2016) deep (Lukitaningsih Ambar, 2013), Advertising is very important, which can be measured through the:

i. Communication Impact

Its potential influence on awareness, knowledge, and preference.

ii. Sales Impact

This measurement is more difficult to measure than the impact of communication because sales are influenced by many factors other than advertising, such as product appearance, price, availability, and competitor actions.

The Shopee COD ad first appeared four years ago, and the ad was titled "Use Shopee COD, Practical Online Shopping Without Credit Cards & ATMs!". According to data released by the Central

Statistics Agency (BPS), 73 percent of approximately 17 thousand online businesses choose to activate the COD feature. Similar data was collected by the Jakpat Survey, which showed that 52 percent of consumers chose to pay with the COD option. The reasons vary, ranging from wanting to ensure goods first, being considered the simplest payment system, being lazy to go to an ATM, to needing access to an e-wallet (Handoyo, 2022).

From the identification results, Shopee Application users can receive the campaign carried out by Shopee Indonesia well. Consumers understand that the purpose of the COD feature is to facilitate payment systems that initially only available ATM and credit card payment options on similar online shopping applications. Nevertheless, cases of mistreatment of couriers are indeed a manifestation of information dysfunction and lack of digital literacy of the Indonesian people in general.

Consumers involved in acts of violence against couriers do not understand that the fault system for ordered products can come from the seller. While in the Shopee COD campaign, it has been repeatedly conveyed that consumers have the right to return goods for free. Shopee has also provided a live chat service that allows consumers to file complaints or consultations if the return process experiences problems. Moreover, regarding the impact of sales, the author does not elaborate further because there will be many factors that affect the level of sales itself, ranging from price, product quality, competitors, and others.

b) Shopee's Communication Strategy in Reaching the Urban Muslim

In exploring Shopee's communication strategy for reaching the Muslim middle class in Indonesia, several key elements were identified that the platform uses to target and interact with this audience.

- a) **Use of Cultural Language and Symbols:** Shopee pays close attention to using cultural language and symbols in its communications to create emotional connections with Muslim consumers. For example, Shopee often uses terms familiar to the Muslim community, such as "halal" and "Ramadan," in product promotions and special events. In addition, cultural symbols such as images of mosques, Islamic calligraphy, and traditional motifs are often used in graphic designs and promotional campaigns to attract the attention of Muslim consumers.
- b) **Maintaining Religious Values:** Shopee actively maintains religious values in its communications with the Muslim middle class. This is reflected in the offering of halal products, special Ramadan programs, and charity campaigns emphasizing the importance of kindness and social solidarity in Islam. In this way, Shopee not only sells products but also creates a narrative that reflects a commitment to religious values important to Muslim consumers (Mondir et al., 2023).

- c) **Responsive to Muslim Online Behavior:** Shopee also adapts its communication strategy to the typical online behavior of Muslim consumers. For example, this platform often holds special online shopping events to welcome important moments in the Islamic calendar, such as Ramadan and Eid al-Fitr. Apart from that, Shopee also utilizes the influence of Muslim influencers and religious figures to support promotional campaigns and increase its credibility in the eyes of Muslim consumers.

By considering certain cultural elements, religious values, and online behavior in its communications, Shopee has successfully built strong relationships with the Muslim middle class in Indonesia. Through a sensitive and responsive communication strategy, Shopee has succeeded in reaching Muslim consumers and strengthened its brand image as an inclusive e-commerce platform that cares about the cultural needs and preferences of various segments of society.

Apart from that, Shopee's communication strategy also highlights the importance of religious values in their product offerings and promotions. They actively introduce halal products and special collections for Ramadan, as well as hold online shopping events of a religious nature (Syafi'i et al., 2023). This step not only recognizes Muslim consumers' sensitivity to halal and religious aspects but also confirms Shopee's commitment to meeting this segment's cultural needs and preferences (Wijayanto et al., 2023).

The online behavior of the Muslim middle class is also seriously considered in Shopee's communication strategy. By leveraging data analysis and a deep understanding of Muslim consumers' online preferences and habits, Shopee delivers content and promotions that are relevant and engaging to this audience (Fardila et al., 2023). For example, they hold interactive campaigns, collaborate with leading Muslim influencers, and organize online shopping events that consider the Muslim community's specific schedules and needs.

Overall, Shopee's communication strategy aimed at the Muslim middle class in Indonesia succeeded in creating an approach that was sensitive, inclusive, and relevant to this demographic's culture, religious values, and online behavior. In doing so, Shopee succeeded in building strong relationships with Muslim consumers, increasing engagement, and strengthening its brand image as an e-commerce platform that is friendly and responsive to the cultural needs and preferences of various segments of society.

c) Evaluation of the Success of Shopee's Communication Strategy towards the Urban Muslim

In evaluating the success of Shopee's communication strategy towards the Muslim middle class in Indonesia, it is necessary to pay attention to several metrics related to this demographic to assess Muslim consumers' engagement and positive perceptions towards the e-commerce platform.

- a) **Engagement Rate:** One important metric is the engagement level of Muslim consumers with the content and promotions presented by Shopee. This can be measured through the number of interactions, comments, and shares of Shopee promotional content on social media and participation in special online shopping events such as the Ramadan program or Hari Raya Idul Fitri. The high level of engagement shows that Shopee's communication strategy has succeeded in attracting attention and triggering a positive response from the Muslim middle class.
- b) **Positive Sentiment:** Evaluation can also be carried out on Muslim consumer sentiment towards the Shopee brand, which can be measured through sentiment analysis of user comments and reviews on social media platforms or product review sites. Positive sentiment shows that Shopee's communication strategy has created a good perception among Muslim consumers, strengthening emotional ties with the brand and increasing customer loyalty.
- c) **Conversion Rate:** One important indicator of success is the conversion rate, namely how many Muslim consumers make purchases or transactions through the Shopee platform after being exposed to promotional messages or communication content. The high conversion rate shows the effectiveness of the communication strategy in encouraging concrete purchasing actions from Muslim consumers.
- d) **Product and Service Acceptance:** Apart from that, evaluations can also be carried out on the acceptance of Shopee products and services among Muslim consumers. This can be seen from user reviews, testimonials, and feedback received by Shopee regarding product quality, reliability of delivery services, and overall consumer satisfaction. Positive reception indicates that Shopee's communication strategy has successfully formed a favorable perception among Muslim consumers regarding their shopping experience.

By considering these metrics, evaluating the success of Shopee's communications strategy with the Muslim middle class can provide a more holistic understanding of the impact and effectiveness of the brand's communications efforts (Syamsuri et al., 2022). In this way, Shopee can continue to optimize its communications strategy to strengthen engagement, improve sentiment, increase conversions, and increase the satisfaction of Muslim consumers in Indonesia.

4. CONCLUSION

In the context of this research, Shopee's communication strategy has proven to be very relevant and effective in influencing the Muslim middle class in Indonesia. By considering the cultural elements, religious values, and online behavior typical of this demographic, Shopee created strong relationships with Muslim consumers, increased engagement, and strengthened its brand image as an e-commerce platform responsive to cultural needs and preferences.

The communication theories identified, such as symbolic interaction theory and cultural approaches in organizational communication, can provide valuable insights into how Shopee understands and responds to the social and cultural dynamics of the Muslim middle class. By paying attention to these factors, Shopee can continue to develop communication strategies that are more effective and relevant in meeting the needs and desires of Muslim consumers.

A deep understanding of Shopee's communication strategy and the digital literacy gap among the Muslim middle class has significant implications for e-commerce and community development. By identifying this demographic's specific needs and preferences, Shopee and other e-commerce platforms can develop more innovative and inclusive solutions to increase the accessibility, engagement, and participation of Muslim consumers in the digital economy. As such, this research makes a valuable contribution to broadening our understanding of the role of communications technology in shaping the lifestyle and consumption of the Muslim middle class, as well as the efforts that can be made to increase digital inclusion among this demographic.

Shopee can take concrete steps to improve consumer accessibility and understanding of their platform. First, Shopee can develop a comprehensive digital education program that provides easily accessible tutorials, webinars, and educational resources on its platform. This will help increase the digital literacy of Muslim consumers, strengthen their relationship with the platform, and increase trust in Shopee. Apart from that, Shopee can also actively collaborate with communities and religious figures to convey messages about the importance of digital literacy in the context of religious values. Through this collaboration, Shopee can reach more Muslim consumers and build awareness about the importance of having sufficient knowledge about digital technology. In this way, Shopee can expand its influence among the Muslim middle class while positively impacting building digital literacy in society as a whole.

Although this study seeks to provide in-depth insights into Shopee's digital communication strategy in responding to the lifestyle of urban Muslim communities in Indonesia, some limitations must be noted. First, geographic coverage may be limited to specific urban areas, making generalizations of findings to all urban Muslim communities in Indonesia less precise. In addition, this study tends to be qualitative and exploratory, so it lacks quantitative data that supports the findings statistically. The changing dynamics of preferences and lifestyles of urban Muslim communities may also influence the relevance of the findings in the long run. Access to Shopee's internal information and digital communication strategies may be limited, reducing the depth of analysis. Finally, the subjectivity bias of researchers and the limitations of data sources from the perspective of other e-commerce platforms can affect the study's objectivity.

REFERENCES

- Anggraini, M., Reski, M., Yunara, L., & Hulwati, H. (2024). Digitalization Of The Market Place: A Perspective On Interaction Theory And Social Change. *Innovative: Journal Of Social Science Research*, 4(1), 3253–3266.
- Ardianto, E. (2004). Research Theory and Methodology "Public Relations." *Mediator: Journal of Communication*, Vol. 5(No. 2), 231–241.
- Ardianto, E. (2004). Teori dan Metodologi Penelitian "Public Relations." *Mediator: Jurnal Komunikasi*, Vol. 5(No. 2), 231–241.
- Assumpta, S. M. (2002). *Dasar-Dasar Humas*. EN. Squawking.
- Astutik, Y. (2021). Many on Twitter are about couriers. This is Shopee's response. *CNBC Indonesia*. <https://www.cnbcindonesia.com/news/20210412103528-4-237058/ramai-di-twitter-soal-kurir-ini-tanggapan-shopee>
- Benedictus Dicky, I., Putri, G. S., Savitri, G. A., & Amalia, A. M. C. (2021). Effectiveness of gamification strategy to increasing Shopee's customer loyalty in Shopee's marketing public relations. *IEOM Society International*.
- Burhan, F. A. (2021). Shopee Explains How to Overcome the Rise of COD Couriers Cursed by Buyers in Front of the House of Representatives. *Katadata*. <https://katadata.co.id/desysetyowati/digital/6142d53d00fb3/shopee-jelaskan-cara-atasi-marak-kurir-cod-dimaki-pembeli-di-depan-dpr>
- Coombs, T., & Holladay, S. (2010). *The Handbook of Crisis Communication*. Blackwell Publishing.
- Dewi, A. S., Inayati, T., & Efendi, M. J. (2022). Pengaruh Digital Marketing, Electronic Word of Mouth, dan Lifestyle terhadap Keputusan Pembelian pada Marketplace Shopee Indonesia. *Jurnal Teknologi Dan Manajemen Industri Terapan*, 1(3), 202–209.
- Ekklesia, J. M. (2024). Understanding digital consumer culture in Indonesia: a case study on youth community in Jakarta using an actor-network theory approach. *Young Consumers*.
- Fardila, E., Savitri, C., & Faddila, S. P. (2023). The Effect of Shopping Lifestyle and Product Quality on Impulse Buying Fashion Hijab Squad Voal Paris Premium at Shopee. *Edutran Business and Management*, 1(1), 17–26.
- Handoyo. (2022). In the first semester of 2022, consumer complaints were dominated by the e-commerce sector. *Cash*. <https://nasional.kontan.co.id/news/semester-i-2022-aduan-konsumen-didominasi-sektor-e-commerce>
- Handoyo. (2022). Semester I-2022, Aduan Konsumen Didominasi Sektor E-Commerce. *Kontan*. <https://nasional.kontan.co.id/news/semester-i-2022-aduan-konsumen-didominasi-sektor-e-commerce>
- Indira, C. K., Dewi, T. A., & Utami, B. (2019). Purchasing Behaviour Through The Internet In The Usage of Shopee Online Shop Application. *Campus J6-Universitas Gunadarma Jaka Mulya, Cikunir Bekasi-Indonesia* 17146, 79.
- Indonesia, C. (2023). Kurir Paket Ditusuk Pembeli yang Tolak Bayar COD di Banyuasin. *CNN Indonesia*.
- Indonesia, C. (2023). Package Courier Stabbed by Buyer Who Refuses to Pay COD in Banyuasin. *CNN Indonesia*.
- Khasanah, A. N. U., Wahid, A., & Siswanto, S. (2022). COMMUNITY BUSINESS EXPANSION TO IMPROVE THE ECONOMY THROUGH E-COMMERCE IN THE PANDEMIC ERA (CASE STUDY: PEOPLE OF GUNUNGKIDUL REGENCY). *Proceedings of the International Conference of Islamic Economics and Business (ICONIES)*, 8(1), 447–456.
- Kotler, A. (2016). *Principles of Marketing Sixteenth Edition Global Edition*. Pearson Education Limited.
- Kotler, A. (2016). *Principles of Marketing Sixteenth Edition Global Edition*. Pearson Education Limited.
- Ledingham, J. (2006). *Public Relations as Relationship Management: A Relational Approach*. Kindle

Publishers.

- Lukitaningsih Ambar. (2013). EFFECTIVE ADVERTISING AS A MARKETING COMMUNICATION STRATEGY Ambar Lukitaningsih, Faculty of Economics, Sarjana Wiyata University, Tamansiswa, Yogyakarta. *Journal of Economics and Entrepreneurship*, 13(2), 116–129. <https://ejurnal.unisri.ac.id/index.php/Ekonomi/article/view/670>
- Lukitaningsih Ambar. (2013). IKLAN YANG EFEKTIF SEBAGAI STRATEGI KOMUNIKASI PEMASARAN Ambar Lukitaningsih Fakultas Ekonomi Universitas Sarjanawiyata Tamansiswa Yogyakarta. *Jurnal Ekonomi Dan Kewirausahaan*, 13(2), 116–129.
- Maulida Rizkiya, A. (2021). Implementation of situational crisis communication theory on the case of COVID-19 by the government of West Java through @pikobar_jabar (Implementation of situational crisis communication theory on the case of COVID-19 by the government of West Java through @piko. *Journal of Pekommas*, 6(1), 83–93. <https://doi.org/10.30818/jpkm.2021.2060109>
- Mondir, M., Ahmadiono, A., & Sukarno, H. (2023). The Influence of Islamic Marketing Mix on Shopee Costumer Loyalty towards Customer Satisfaction: Evidence from Milenial Muslim Jember. *Jurnal Syntax Admiration*, 4(8), 1232–1250.
- Nawas, K. A., Amir, A. M., Syariati, A., & Gunawan, F. (2023). Faking the Arabic Imagination Till We Make it: Language and Symbol Representation in the Indonesian E-Commerce. *Theory and Practice in Language Studies*, 13(4), 994–1005.
- Rosa, M. C. (2022). Shopee's Response to Tokopedia About COD Service Advice Removed. *Compass*. <https://www.kompas.com/wiken/read/2022/06/25/100500781/tanggapan-shopee-hingga-tokopedia-soal-saran-layanan-cod-dihapus?page=all>
- Rosa, M. C. (2022). Tanggapan Shopee hingga Tokopedia Soal Saran Layanan COD Dihapus. *Kompas*. <https://www.kompas.com/wiken/read/2022/06/25/100500781/tanggapan-shopee-hingga-tokopedia-soal-saran-layanan-cod-dihapus?page=all>
- Safitri, K. (2021). Video Viral Kurir Dimarahi Konsumen Saat COD, YLKI: Masyarakat Masih Gagap Teknologi. *Kompas*. <https://money.kompas.com/read/2021/05/17/090400326/video-viral-kurir-dimarahi-konsumen-saat-cod-ylki-masyarakat-masih-gagap?page=all>
- Safitri, K. (2021). Viral Video Of Courier Scolded By Consumers During COD, YLKI: People Still Stuttering Technology. *Compass*. <https://money.kompas.com/read/2021/05/17/090400326/video-viral-kurir-dimarahi-konsumen-saat-cod-ylki-masyarakat-masih-gagap?page=all>
- Syafi'i, M., Mondir, M., Zikwan, M., & Anwar, Z. (2023). The Effect of Islamic Marketing Mix Towards Customer Loyalty and Customer Satisfaction on Shopee Millennial Muslim. *Jurnal Ilmiah Ekonomi Islam*, 9(3), 4209–4222.
- Syamsuri, S., Farizi, M., & Khotimah, H. (2022). Digitalization of the Economy and the Cultural Impact of Consumption in Modern Society: A Review from Al-Syaibani's Perspective. *Dinar: Jurnal Ekonomi Dan Keuangan Islam*, 9(2), 145–158.
- Wijayanto, G., Pramadewi, A., Pratiwi, A. A., & Syafi'i, M. (2023). The Effect of Sales Promotion and Shopping Lifestyle on Impulse Buying with Positive Emotion as a Mediating Variable for Shopee Customers in Pekanbaru City. *Jurnal Multidisiplin Madani*, 3(2), 425–432.