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# Analisis Iklan Religi Unilever Indonesia Edisi Ramadan 1446 H: Perspektif Periklanan Islam

*Analysis of Religious Advertisement Unilever Indonesia on Ramadan Edition 1446 H: an Islamic Advertising Perspective*

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**Abstrak**

Penelitian ini mengeksplorasi iklan Unilever Indonesia edisi Ramadan 1446 H yang berjudul "Ramadan Bersama Sekar: Udah Waktunya Jadi Lebih", yang mengangkat tema kebersamaan, empati, dan kebaikan untuk membangun kedekatan emosional dengan konsumen Muslim selama bulan suci. Sebagai negara dengan mayoritas penduduk Muslim, Indonesia perlu bersikap kritis terhadap strategi pemasaran yang menggunakan unsur-unsur keislaman agar tetap selaras dengan nilai-nilai Islam. Melalui pendekatan analisis konten kualitatif, penelitian ini menemukan bahwa iklan tersebut tidak secara eksplisit mengajak membeli produk, melainkan menyampaikan manfaat produk melalui alur cerita. Iklan ini mencerminkan prinsip-prinsip periklanan Islami seperti kejujuran, penyajian yang etis, dan kesopanan, dengan menampilkan tokoh-tokoh berpakaian sesuai etika Islam dan menekankan nilai-nilai seperti kesabaran, ketulusan, dan upaya memperbaiki diri. Secara keseluruhan, iklan ini dapat dianggap sebagai contoh positif dari konten komersial yang secara etis dan efektif mengintegrasikan nilai-nilai Islam.

**Abstract**

This study explores Unilever Indonesia's Ramadan 1446 H advertisement titled "Ramadan Bersama Sekar: Udah Waktunya Jadi Lebih", which utilizes themes of togetherness, empathy, and kindness to connect emotionally with Muslim consumers during the holy month. As a country with a majority Muslim population, Indonesia must critically assess marketing strategies that incorporate Islamic elements to ensure alignment with Islamic values. Using a qualitative content analysis approach, the study finds that the advertisement subtly promotes the product without overt persuasion, instead highlighting its benefits through narrative. The ad reflects Islamic advertising principles such as honesty, ethical presentation, and modesty, portraying characters in appropriate dress and emphasizing values like patience, sincerity, and self-improvement. Overall, the advertisement is considered a positive example of how commercial content can ethically and effectively integrate Islamic values.

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## 1. Introduction

Unilever is a multinational company engaged in fast moving consumer goods, it has many variants of products that accompany the daily lives of Indonesians, especially in the month of Ramadan which is a strategic momentum for companies to build emotional attachment with Muslim consumers. In building this momentum, Unilever campaigned an advertisement with the theme "Ramadan Bersama Sekar: Udah Waktunya Jadi Lebih", which presents the nuances of togetherness, empathy, and kindness. This momentum becomes very exclusive because Ramadan only happens

once a year, so no doubt advertisers work hand in hand in making advertisements that have a very strong religious element (Ramadhan et al., 2021). With its significant Muslim demographic, Indonesia stands among the world's largest Islamic communities and must remain critical of various marketing strategies that incorporate elements of Islam in the media it publishes, in order to preserve the purity of Islamic values in today's digital era.

Figure 1. Unilever Advertisement
Source: (Youtube Cleanipedia Indonesia, 2025)

In Unilever Indonesia's "Ramadan Bersama Sekar: Udah Waktunya Jadi Lebih" edition of Ramadan 1446 H featuring Unilever products such as Molto, Sunlight, Wipol and Rinso, with a duration of 4 minutes 18 seconds, it features families from the background of teenagers, parents, and children gathered during Ramadan. The visuals touch on the connection and spontaneity of affection between family members, especially during Ramadan. However, it is important to review whether the messages and values in this advertisement have Islamic advertising principles so that they are in line with the meaning of Ramadan worship itself. As Muslims, it is important for us to review everything using an Islamic perspective because Islam covers all aspects of human life (kaffah) (Junaidi, Majid, & Nazri, 2023).

In research related to unilever advertisements with the type of sunsilk hijab refresh product, examined that religious advertising on Unilever, there are main indicators that determine the Islamic image of an advertisement (Primadana & Sudaryanto, 2022). Based on the results of previous research, the indicators that have the highest influence in shaping the perception of Islamic advertising are (Primadana & Sudaryanto, 2022) : (1) Islamic advertising messages refer to content that aligns with Islamic values such as tawhid, empathy, and honesty; (2) Islamic Story Illustrations, which are narratives or visualizations that depict Islamic values in a realistic and relatable manner; and (3) The Use of Muslimah Advertising Stars, who visually and normatively reflect Islamic identity. These three elements can be used as a reference to analyze whether the advertisement truly represents Islamic values or merely makes superficial use of religious symbols. In the context of Islamic principles, the duties of a marketer are classified into four key areas. Foremost is the accountability before God, as all actions are ultimately judged by Him. The second pertains to obligations toward society and fellow humans, who are regarded with dignity and respect.

## 2. Method

This research is qualitative research using descriptive analysis and provides a description or an overview or of the research subject based on variable data from certain subject groups (Sugiyono, 2014). This research employs a literature review method, gathering data from multiple sources including books, scholarly articles, official websites, and reports relevant to the subject under investigation, and is usually presented without having to dig directly from the source. The data will be processed and analyzed to help answer research problems based on the existing literature (Salam, 2023).

## 3. Result and Discussion

### 3.1. Religious Advertisement

In Indonesia, many brands have adopted Islamic elements in their advertising promotion strategies, which often utilize religious nuances to market their products. Advertisement is a medium that can be used to distribute product promotions in the hope of reaching many consumers so as to provide benefits for the company. Advertisement can be adapted by collaborating between culture and religion. In contemporary marketing practices, religious symbols are not only used as markers of religious identity, but have become part of the strategic narrative that shapes the overall brand image (Mastory, Alam, Ridwan, & Ahmad, 2025). This representation is not just an identity marker, but a strategy to expand the brand's exposure to consumers who have an affinity for religious values (Taufiq, T., & Lestari, 2024). In Islam, religious advertisement can be defined as a communication message with content from various Islamic values that is disseminated to potential consumers with the aim of offering and introducing an idea, service or product.

### 3.2. Islamic Advertising

Islamic advertising ethic, is a promotional media carried out by company to inform the uniqueness and superiority of the products to be sold, based on Islamic advertising ethics in it (Mustafidah, 2022). Advertising ethics significantly influence consumer behavior in shaping perceptions of brands and products (Saputra, Saputra, Putra, & Handoko, 2024). Thus the implementation of ethics in Islamic business and marketing strategies will not only create a better relationship between consumers and companies, but also be able to play a positive role and contribute to the wider community (Zulfa, Millah, Nuratin, & Novitasari, 2023). Some sharia values that must be owned by a marketer in advertising products can take and learn the concept of the exemplary example of Rasulullah Sallallahu 'Alayhi Wasallam: shiddiq, amanah, fathanah, tabligh, and istiqomah (Maulana, Supriatal, Kumala, & Fahruqi, 2025). In the research of Advertising: An Islamic Perspective there are underlying dimensions: Precise Statement, Transparent, Prohibited elements as a promotional tool, Avoid Nudity, Persuasive (Begum, 2021).

3.2.1. Precise Statement

An advertising objective refers to a clearly defined statement that outlines the specific goals an advertisement aims to achieve through its planned execution.

3.2.2. Transparent

The dissemination of misleading or inaccurate content in advertising renders it impermissible from an Islamic perspective, as it contradicts the principles of honesty and ethical communication upheld in the faith

تَعْلَمُونَ وَأَنْتُمْ الْحَقَّ وَتَكْتُمُوا بِالْبَاطِلِ الْحَقَّ تَلْبِسُوا وَلَا

“Do not mix truth with falsehood or hide the truth knowingly.” (2:42)

3.2.3. Prohibited elements as a promotional tool

Actually, tobacco, alcohol and gambling are absolutely prohibited in Islam.

عَمَلِ مِّنْ رِجْسٌ وَالْاَزْلَامُ وَالْاَنْصَابُ وَالْمَيْسِرُ الْخَمْرُ اِنَّمَا اٰمَنُوْٓا الَّذِيْنَ يٰٓاَيُّهَا
تُفْلِحُوْنَ لَعَلَّكُمْ فَاجْتَنِبُوْهُ الشَّيْطٰنِ

“O believers! Intoxicants, gambling, idols, and drawing lots for decisions are all evil of Satan’s handiwork. So shun them so you may be successful.” (5:90)

3.2.4. Avoid Nudity

Advertising is often accused of creating and perpetuating stereotypes through its portrayal of women, ethical minorities and other groups. Give concentration on too much bodily function in their advertisements which is unacceptable in Islam.

يٰٓاَيُّهَا النَّبِيُّ قُلْ لِّاَزْوَاجِكَ وَبَنٰتِكَ وَنِسَاۤءِ الْمُؤْمِنِيْنَ يُدْنِيْنَ عَلَيْهِنَّ مِنْ جَلَابِيْبِهِنَّۗ ذٰلِكَ اَدْنٰىٓ اَنْ يُّعْرَفْنَ فَلَا يُؤْذَيْنَۗ وَكَانَ اللّٰهُ غَفُوْرًا رَّحِيْمًا

"Prophet! Ask your wives, daughters, and believing women to draw their cloaks over their bodies. In this way it is more likely that they will be recognized ˹as virtuous˺ and not be harassed. And Allah is All-Forgiving, Most Merciful" (33:59)

3.2.5. Persuasive

Effective advertising is persuasive. Persuasion usually occurs when there is a benefit for the consumer in addition to the marketer. A common criticism of advertising is that it manipulates consumers into buying things they do not need. Critics say that advertising exploits consumers and persuades them to buy things they do not need.

يٰبَنِيْٓ اٰدَمَ خُذُوْا زِيْنَتَكُمْ عِنْدَ كُلِّ مَسْجِدٍ وَّكُلُوْا وَاشْرَبُوْا وَلَا تُسْرِفُوْاۚ اِنَّهٗ لَا يُحِبُّ الْمُسْرِفِيْنَ

"O Children of Adam! Dress properly whenever you are at worship. Eat and drink, but do not waste. Surely He does not like the wasteful" (7:31)

Before selling goods, the seller must make the buyer aware of the defects (if any) in the product. Without doing so, sale becomes "Na-Jayez' (unlawful).

The results of the analysis of religious advertisement in Unilever Indonesia's "Ramadan Bersama Sekar: Udah Waktunya Jadi Lebih" edition of Ramadan 1446 H using the Islamic Advertising perspective focused on how Islamic values are conveyed through visual, narrative, and symbolic messages in the advertisement, as well as the extent to which Islamic advertising principles, such as honesty, conformity with Islamic morals, do not contain elements of sin, and bring a message of goodness are reflected in the advertisement content.

**1. Precise Statement**

Rinso and Molto Sunlight Wipol

Figure 2: Unilever Advertisement
Source: (Youtube Cleanipedia Indonesia, 2025)

The snippet of Unilever Indonesia's advertisement, "Ramadan Bersama Sekar: Udah Waktunya Jadi Lebih" aired during Ramadan 1446 H does not explicitly communicate the product's benefits nor deliver a direct call to purchase. Instead, the promotional strategy is embedded within the narrative by showcasing the product's application in everyday life. The picture above clearly shows products for washing clothes such as Rinso and Molto, dishwashing products Sunlight and Wipol as a product for floor cleaning.

**2. Transparent**

The advertisement does not display excessive information or things that are prohibited by Islam, only focusing on the character's narrative about the relationship with her family in the month of Ramadan. And the advertisement contains several sections on how to use the product being promoted. So that the information is transparent because of the way in promoting the product, directly

shown how to use it but accompanied by the character's narrative about her life story. This approach reflects an effort to integrate religious values with practical product knowledge in a balanced manner. By prioritizing emotional storytelling, the advertisement strengthens the connection between the product and consumers' spiritual experiences during Ramadan. Furthermore, the absence of excessive claims or inappropriate content demonstrates compliance with ethical standards in Islamic advertising.

**3. Prohibited elements as a promotional tool**

Unilever Indonesia's advertisement "Ramadan Bersama Sekar: Udah Waktunya Jadi Lebih" edition of Ramadan 1446 H does not show things that are prohibited in Islam, because the focus of the advertisement is on family warmth and harmony, with the background of the child and their parents. The advertisement uses equipment and supplies that have no negative impact and are not prohibited. In addition, the advertisement features equipment and household supplies that are ethically appropriate, free from elements that may be considered haram or harmful. This careful selection of content reflects a commitment to Islamic ethical standards, both in terms of message and visual representation.

**4. Avoid Nudity**

Figure 3: Unilever Advertisement
Source: (Youtube Cleanipedia Indonesia, 2025)

The female characters in Unilever Indonesia's "Ramadan Bersama Sekar: Udah Waktunya Jadi Lebih" edition of Ramadan 1446 H uses clothes that do not show the curves of the female body in the sense of displaying nudity to be used as a means of attracting viewers. However, wearing modest clothing and not exposing parts of the body that are inappropriate. By doing so, the visual representation of women respects religious norms while maintaining a relatable and emotionally engaging narrative for the audience.

**5. Persuasive**

The advertisement tells the story of Sekar who feels tired of taking care of her younger siblings, but she remembers the words of her deceased father that everything must be based on patience, especially in the month of Ramadan.

The closing tagline on the advertisement "Semoga lelahmu berbuah berkah yang jadikan semua kembali bersih" is quite persuasive in conveying the meaning of the advertisement which is in line with the product being promoted. More simply, it's a call-to-action buy a product or other activities related to the content of the advertisement (Oktaviani & Chaerowati, 2023).

Figure 4: Iklan Unilever
Source: (Youtube Cleanipedia Indonesia, 2025)

The advertisement is also in accordance with the recommendations in making advertisements in Islam. The use of religious terminology serves to reassure the audience of the advertisement's Islamic

character and carefully selected references to Quranic injunctions exert a positive influence on the Muslim audience (Rice, G., & Al-Mossawi, 2002).

## 4. Conclusion

In a qualitative analysis study of Unilever Indonesia's "Ramadan Bersama Sekar: Udah Waktunya Jadi Lebih" Ramadan 1446 H edition, the advertisement can be concluded to emphasize not an explicit call to purchase, but rather a subtle demonstration of the product's benefits through its integration into the storyline. This shows a precise and non-manipulative approach in promoting the product. In terms of transparency, the information displayed is not excessive and remains focused on the story that touches on the emotional and spiritual aspects of the month of Ramadan. The appearance of the characters is polite and in accordance with the ethics of dress in Islam, especially the female characters who are shown wearing hijab and clothes that do not accentuate the body. Islamic values such as patience, responsibility, and sincerity are strongly reflected in the advertisement's narrative, especially in the journey of Sekar who tries to become a better person during Ramadan. The closing tagline "Semoga lelahmu berbuah berkah yang jadikan semua Kembali bersih" also reinforces the spiritual and emotional message of the advertisement, which is persuasive without being pushy. Therefore, this advertisement can be regarded as an example of a commercial ad that ethically and effectively incorporates Islamic values, both through its visual elements and narrative structure.

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