

Chapter 3

Is It Practical to Utilize AI-Powered Chatbots in Halal Marketing Communications?

Muhammad Dharma Tuah Putra Nasution

 <https://orcid.org/0000-0002-4671-0230>

Universitas Pembangunan Panca Budi, Indonesia

Endang Sulistya Rini

Universitas Sumatera Utara, North Sumatera, Indonesia

Beby Karina Fawzee Sembiring Sembiring

Universitas Sumatera Utara, North Sumatera, Indonesia

Amlys Syahputra Silalahi

Universitas Sumatera Utara, North Sumatera, Indonesia

Cut Kesuma Pahlufi

University of Surrey, UK

ABSTRACT

The aim of this chapter is to explore the capabilities of chatbots in the domain of marketing communication, with a particular focus on their potential application within the halal industry. It also analyzes the escalation in chatbot adoption across various business sectors. Furthermore, the chapter delves into the significance of adopting chatbots in Halal marketing communication. This includes an analysis of the challenges that may arise and capitalize on opportunities to successfully engage and captivate the intended audience. Likewise, this chapter sheds light on the areas of research that require further investigation and outlines potential avenues for future exploration regarding the adoption of chatbots in the context of Halal marketing. Hence, the contribution of this chapter lies in providing a comprehensive analysis of the challenges, opportunities, and positive outcomes associated with the chatbots. By doing so, it enriches existing knowledge and may serve as a basis for future research agendas.

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INTRODUCTION

The intersection of halal marketing and technology adoption has catalyzed a significant surge within the burgeoning halal industry. A plethora of erudite scholars have embarked on comprehensive inquiries into the integration of technology within this realm, illuminating diverse facets of this intricate convergence.

In a seminal study by Hendayani and her esteemed colleagues (2019), the nexus between the adoption of blockchain technology and firms' competitive prowess came under scholarly scrutiny, with the mediation of Halal supply chain performance in focus. The researchers unveiled a compelling narrative: the affirmative and substantial embrace of blockchain technology yields a direct impact on both Halal supply chain performance and the competitive vigor of firms. Furthermore, their inquiry unveiled a nuanced chain reaction, whereby blockchain technology's influence on firm competitiveness is artfully mediated through its impact on the performance of the Halal supply chain.

In a harmonious resonance, Kamarulzaman et al. (2022) orchestrated a comprehensive exploration into the determinants shaping the intentions of small and medium-sized enterprises (SMEs) within the food industry, intent on embracing a halal traceability system. Their astute study showcased a tapestry of pivotal factors steering the intentions of food SMEs. These encompassed the cadence of sales turnover, the perceived utility, and ease of adoption, and the intricate interplay of technological, organizational, and environmental dimensions, all weaving together a comprehensive narrative.

Aligned with this symphony of exploration, Azmi et al. (2018) embarked on a meticulous journey to discern the factors underpinning the adoption of Halal standards in businesses operating within the Halal industry. Their study adroitly categorized these factors into three distinct domains: technological, organizational, and environmental. The technological sphere bore factors such as compatibility and perceived benefits, while the organizational sphere enfolded dimensions such as management support, organizational readiness, awareness, understanding, anticipated business benefits, and the vital facet of Halal integrity. Conversely, the environmental realm resonated with influences stemming from government support, competitive pressures, consumer dynamics, and the clarion call of Halal market demand.

In a congruent cadence, Masudin et al. (2021) orchestrated an exploration to discern the correlation between employees' readiness to embrace technology and the intricate dance of performance within halal logistics, enmeshed in the realms of halal meat retailing and manufacturing. Their revelations resounded with clarity: employees' preparedness to embrace technological strides invariably enhances the efficacy of halal logistics operations. Similarly, Ahmad Tarmizi et al. (2020) delved into the integration of Internet of Things (IoT) technology within halal agro-food SMEs in Malaysia, unearthing a landscape where this transformative technology's adoption remains a gradual endeavor.

In a crescendo of exploration, Berakon and colleagues (2023) embarked on a captivating voyage, peering into the determinants shaping the intention to leverage halal tourism applications among Muslim travelers. This study, etched against Indonesia's rich cultural tapestry, unveiled trust as a pivotal mediator, interweaving perceived ease of use and utility with individual intentions. The symphony continued with the revelation that halal knowledge exerts a positive and statistically substantial impact on individual intentions. In contrast, the tenor of religious devotion, while present, lacked statistical significance in influencing individual intentions.

Furthermore, the significance of halal entrepreneurs in the halal travel industry was emphatically underscored by Battour et al. (2021). Their work highlights the pressing need for the adoption of innovative and technological strategies, paving the way for scalable, digitally enabled business models in anticipation of imminent industry developments. Adding to this discourse, Mukherjee and colleagues

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