

## ABSTRAK

Skripsi dengan judul "Implementasi Strategi *Digital Marketing* Syariah melalui *Brand Image* Perspektif Islam (Studi Kasus Usaha Kuliner Kreatif Veecake Tulungagung)" ini ditulis oleh Afifah Yogi Octiana, NIM. 126402212095, pembimbing Dr. Deny Yudiantoro, S.AP., M.M.

Penelitian ini dilatarbelakangi oleh pertumbuhan industri kuliner kreatif dan meningkatnya penetrasi penggunaan telepon seluler serta akses internet di kalangan masyarakat terutama dalam pemanfaatan platform digital. Di sisi lain, semakin tingginya tingkat kesadaran konsumen mendorong untuk lebih selektif dalam memilih produk halal. Melihat peluang ini, Veecake, sebuah usaha kuliner kreatif di Tulungagung yang bergerak di industri kue, berpotensi mengimplementasikan strategi *digital marketing* syariah melalui *brand image* perspektif Islam.

Tujuan penelitian pada peneliti ini meliputi: (1) Untuk menganalisis implementasi strategi *digital marketing* syariah dalam meningkatkan *brand image* perspektif islam Veecake di Tulungagung. (2) Untuk menganalisis implementasi strategi *digital marketing* syariah dalam meningkatkan minat konsumen baru Veecake di Tulungagung. (3) Untuk menganalisis tantangan implementasi strategi *digital marketing* syariah dalam meningkatkan *brand image* perspektif islam dan minat konsumen baru.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus. Teknik pengumpulan data yang digunakan adalah wawancara, observasi, dan studi dokumentasi. Teknik analisis data yang digunakan teknik analisis data Miles Huberman yaitu kondesasi data, penyajian data, dan kesimpulan. Teknik yang digunakan dalam memeriksa keabsahan temuan yaitu menggunakan teknik triangulasi sumber.

Hasil analisis dan temuan penelitian menunjukkan bahwa: (1) Implementasi strategi *digital marketing* syariah Veecake telah berhasil memperkuat *brand image* dari perspektif Islam. (2) Strategi *digital marketing* syariah, melalui media sosial, memiliki peran yang sangat signifikan dalam meningkatkan minat beli konsumen baru terhadap produk Veecake. Namun terdapat faktor-faktor lain juga mempengaruhi minat beli konsumen baru (3) Implementasi strategi *digital marketing* syariah dalam meningkatkan *brand image* perspektif Islam dan minat konsumen baru menghadapi tantangan signifikan yang ditinjau melalui bauran pemasaran 7P terutama produk, promosi, dan proses.

**Kata kunci: Strategi *Digital Marketing* Syariah, *Brand Image*,  
Konsumen Baru**

## **ABSTRACT**

*The thesis titled "Implementation of Sharia Digital Marketing Strategies through Brand Image from an Islamic Perspective (Case Study of Vebcake Creative Culinary Business in Tulungagung)" was written by Afifah Yogi Octiana, NIM. 126402212095, supervised by Dr. Deny Yudiantoro, S.AP., M.M.*

*This research is motivated by the growth of the creative culinary industry and the increasing penetration of mobile phone usage and internet access among the public, especially in the use of digital platforms. On the other hand, the higher level of consumer awareness encourages them to be more selective in choosing halal products. Seeing this opportunity, Vebcake, a creative culinary business in Tulungagung engaged in the cake industry, has the potential to implement sharia digital marketing strategies through an Islamic perspective brand image.*

*The aims of this research include: (1) To analyze the implementation of Sharia digital marketing strategies in enhancing the Islamic perspective brand image of Vebcake in Tulungagung. (2) To analyze the implementation of Sharia digital marketing strategies in increasing new consumer interest in Vebcake in Tulungagung. (3) To analyze the challenges in implementing Sharia digital marketing strategies to enhance the Islamic perspective brand image and attract new consumers.*

*This research uses a qualitative approach with a case study research type. The data collection techniques used are interviews, observations, and document studies. The data analysis technique used is the Miles Huberman data analysis technique, which includes data condensation, data presentation, and conclusion. The technique used to verify the validity of the findings is the source triangulation technique.*

*The results of the analysis and research findings indicate that: (1) The implementation of Veecake's sharia digital marketing strategy has successfully strengthened its brand image from an Islamic perspective. (2) The sharia digital marketing strategy, through social media, plays a very significant role in increasing new consumer purchase interest in Veecake products. However, there are other factors that also influence new consumer purchase interest. (3) The implementation of the sharia digital marketing strategy in enhancing the brand image from an Islamic perspective and new consumer interest faces significant challenges, particularly in the 7P marketing mix, especially in product, promotion, and process.*

**Keywords: Sharia Digital Marketing Strategy, Brand Image, New Consumers**