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Marketing Strategy Analysis Based On Sharia Values In Attracting The Interest of Buying Muslim Consumers

(Study On Shaliha.Looks)

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ABSTRACT

Purpose — *This study aims to identify how marketing strategies based on sharia values and their implementation are applied in a business unit of Shaliha.Looks in attracting Muslim consumers to buy.*

This study uses a qualitative approach with descriptive analysis, the type of data in the form of primary data collected through observation, interviews, and documentation and secondary data collected through books, journals, hadith, and the Qur'an.

This study proposes a pattern of implementing a marketing strategy based on sharia values "Pattern of Application of Marketing Strategy based on Sharia Values". The results of the study stated that (1) Saliha.Looks in attracting consumer buying interest using four identified strategy patterns, namely shiddiq, fathanah, amanah, and tabligh. (2) The four strategies implemented were also identified as strategies to attract Muslim consumers to buy by presenting quality products, variety of product choices, friendly service, and providing guarantees. This strategy provides insight into the importance of implementing a marketing strategy based on sharia values in attracting Muslim consumers to buy..

Designmethodologyapproach —

Findings —

Practical implications —

Originalityvalue —

Keywords — *marketing strategy, sharia values, honest, intelligent, trustworthy, communicative.*

Paper type — *Review*



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The international conference aims to facilitate the academicians, researchers, doctoral students, business consultants and managers (in corporation, government, social organization, education institution), from all over the world to share their papers to be discussed in the conference.



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