

# IMPLEMENTASI STRATEGI *CONTENT MARKETING* PADA INSTAGRAM *FINTECH* TRANSFER DANA DALAM PERSPEKTIF PEMASARAN SYARIAH (STUDI PADA PT. FLIPTech LENTERA INSPIRASI PERTIWI)

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## ABSTRAK

Kehadiran *fintech* transfer dana bernama Flip (PT. Fliptech Lentera Inspirasi Pertiwi) menjadi solusi atas besarnya biaya admin transfer antar bank di Indonesia. Penerapan *content marketing* instagram Flip menjadi strategi pemasaran paling efektif dengan menghasilkan 294 ribu *followers*, dan memiliki tingkat *engagement* terbaik dibandingkan kompetitornya. Flip memiliki *value* perusahaan *fairness* serta menerapkan kebijakan yang erat dengan syariat Islam. Maka dari itu, penelitian ini memiliki tujuan untuk menganalisis implementasi strategi *content marketing* pada instagram dalam perspektif pemasaran syariah pada PT. Fliptech Lentera Inspirasi Pertiwi. Jenis penelitian ini menggunakan pendekatan kualitatif jenis fenomenologi, dengan proses pengambilan data melalui wawancara semi terstruktur, observasi non partisipan, dan dokumentasi. Uji kredibilitas sumber dan teknik digunakan pada penelitian ini. Serta menggunakan teknik analisis data di lapangan model Miles and Huberman (*interactive model*). Analisis kesesuaian implementasi *content marketing* instagram Flip terhadap pemasaran syariah pada penelitian ini menggunakan karakteristik pemasaran syariah (*rabbaniyyah*, *akhlaqiyyah*, *al-waqi'iyah* dan *insaniyyah*). Berdasarkan hasil penelitian dapat disimpulkan bahwa terdapat 4 implementasi *content marketing* instagram Flip kategori gambar pada tahun 2021 yang tidak sesuai dengan pemasaran syariah, yakni jam unggah *content marketing* yang bertepatan dengan jam shalat wajib dan pada dini hari. Serta respons Minflip (admin instagram Flip) yang menjawab pertanyaan pengguna dengan kurang sopan dan terdapat pertanyaan/saran penting yang tidak terjawab. Sedangkan 17 implementasi *content marketing* yang sesuai dengan pemasaran syariah meliputi penggunaan aplikasi desain, *font*, gambar, warna, gaya bahasa, *layout*, *copywriting*, metode promosi, konten hiburan, konten informatif, *headline*, waktu unggah konten *event*, intensitas unggah konten, dan sudut pandang pembuatan konten.

Kata kunci: *content marketing*, *fintech* transfer dana, instagram, pemasaran syariah, PT. Fliptech Lentera Inspirasi Pertiwi

# **IMPLEMENTATION OF CONTENT MARKETING STRATEGY ON INSTAGRAM FINTECH FUNDS TRANSFER IN SHARIA MARKETING PERSPECTIVE (STUDY AT PT. FLIPTech LENTERA INSPIRASI PERTIWI)**

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## **ABSTRACT**

*The presence of a fund transfer fintech called Flip (PT. FlipTech Lentera Inspirasi Pertiwi) is a solution to the large admin fees for interbank transfers in Indonesia. The application of content marketing on Instagram Flip is the most effective marketing strategy by generating 294 thousand followers, and has the best engagement rate compared to its competitors. Flip has a company value of fairness and implements policies that are closely related to Islamic law. Therefore, this study aims to analyze the implementation of content marketing strategies on Instagram in the perspective of sharia marketing at PT. FlipTech Lentera Inspirasi Pertiwi. This type of research uses a qualitative approach to the type of phenomenology, with the data collection process through semi-structured interviews, non-participant observation, and documentation. Test the credibility of sources and techniques used in this study. And using data analysis techniques in the field Miles and Huberman model (interactive model). The analysis of the suitability of the implementation of Instagram Flip's content marketing on sharia marketing in this study uses the characteristics of sharia marketing (rabbaniyyah, akhlaqiyyah, al-waqi'iyah and insaniyyah). Based on the results of the study, it can be concluded that there are 4 implementations of Instagram Flip content marketing in the image category in 2021 that are not in accordance with sharia marketing, namely the time for uploading content marketing which coincides with the obligatory prayer hours and in the early hours of the morning. As well as the response of Minflip (admin Instagram Flip) who answered user questions impolitely and there were important unanswered questions/suggestions. While the 17 implementations of content marketing that are in accordance with sharia marketing include the use of design applications, fonts, images, colors, language styles, layouts, copywriting, promotional methods, entertainment content, informative content, headlines, event content upload times, content upload intensity, and angles. content creation point of view.*

*Key words: content marketing, fintech fund transfer, instagram, PT. FlipTech Lentera Inspirasi Pertiwi, sharia marketing*