

ANALYZE THE APPROPRIATE BRAND SELECTION PROCESS AND BRANDING METHODS IN AN ISLAMIC PERSPECTIVE

Name : Farah Nur Aulia
Nim : 1031610013
Supervisor : Wahyu Agung Handono, S.E., M.M

ABSTRACT

Branding is an important factor in an effort to determine the future and purpose of a built business. So it takes a concept or a mature strategy to create a brand that is ready to compete in the market. But nowadays, many brands deliberately use brands that smell negative and oppose religious teaching in their products. As a servant we ought to be subject and obedient to the sharia that is set so that we always become obedient servants and afraid of the prohibition of Allah SWT. As an implementation of the order, one of the strategies that should be applied is to select the brand and branding methods that corresponds to Islamic law. This research aims to analyze the process of choosing a brand and branding methods that complies with Islamic sharia so it is easy to implement it.

This research uses research methods of literature study with the source of research data taken, namely book Marketing To The Middle Class Muslim (Yuswohadi et al., 2015). After the results of the discussion, subsequent research through the Internet media YouTube as a supporter of the opinions found in the book and research-related journals. Next take the conclusion of the data source owned

Keyword : Brand, Branding, Sharia Islam