

ABSTRAK

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Judul : Pengaruh *Green sukuk* dan *Islamic Branding Personality* Terhadap Pertumbuhan Ekonomi Indonesia

Kajian ini dengan maksud menganalisis hubungan antara *green sukuk* dan *islamic branding personality* terhadap pertumbuhan ekonomi Indonesia. Studi ini memakai metode kuantitatif dengan pendekatan analisis regresi linear berganda serta menggunakan aplikasi Eviews 12. Data yang dipakai berupa data sekunder berbentuk tahunan sebanyak 28 observasi dari tahun 2018-2024 yaitu laporan *green sukuk allocation and impact report*, laporan kajian keuangan syariah dan laporan pertumbuhan ekonomi Indonesia. Data yang semula berbentuk tahunan dikonversi menjadi data triwulan, dan untuk data yang tidak tersedia secara triwulanan, dilakukan interpolasi. Berdasarkan hasil uji regresi linear berganda dan hipotesis didapatkann bahwa secara parsial, terdapat pengaruh *green sukuk* memengaruhi pertumbuhan ekonomi secara positif dan signifikan di Indonesia, sedangkan *islamic branding personality* tidak memberikan dampak berarti pada Pertumbuhan ekonomi Indonesia, secara simultan *green sukuk* dan *islamic branding personality* secara bersamaan memberikan efek bermakna terhadap pertumbuhan ekonomi Indonesia. Penelitian ini berbasis makro, tetapi menarik kesimpulan pada pelaku usaha mikro. Biasanya, sebagai masukan bagi pemerintah untuk memperkuat peran *green sukuk* dalam pembiayaan berkelanjutan dan aspek kepercayaan publik melalui pendekatan nilai-nilai *branding* Islam.

Kata Kunci: *Green Sukuk*, *Islamic Branding Personality*, dan Pertumbuhan Ekonomi

ABSTRACT

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Title : The Influence of Green Sukuk and Islamic Branding
Personality on Indonesia's Economic Growth

This study aims to analyze the relationship between green sukuk and Islamic branding personality on Indonesia's economic growth. This study uses a quantitative method with a multiple linear regression analysis approach and uses the EvIEWS 12 application. The data used is secondary data in the form of annual observations of 28 from 2018-2024, namely the green sukuk allocation and impact report, the Islamic financial study report, and the Indonesian economic growth report. The data that was originally in annual form was converted to quarterly data, and for data that was not available quarterly, interpolation was performed. Based on the results of the multiple linear regression test and the hypothesis, it was found that partially, there is a positive and significant influence of green sukuk on economic growth in Indonesia, while Islamic branding personality does not have a significant impact on Indonesian economic growth. Simultaneously, green sukuk and Islamic branding personality simultaneously have a significant effect on Indonesia's economic growth. This research is macro-based, but draws conclusions from micro-business actors. Usually, as input for the government to strengthen the role of green sukuk in sustainable financing and aspects of public trust through an approach to Islamic branding values.

Keywords: Green Sukuk, Islamic Branding Personality, and Economic Growth