

ABSTRAK

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Program Studi : Ekonomi Syariah
Judul : Analisis Strategi *Endorsement Influencer* Muslim pada Brand Pakaian di media social (Studi Kasus Pada Toko Tiktokshop Sivali Factory)

Penelitian ini bertujuan untuk menganalisis bagaimana strategi endorsement yang dilakukan oleh influencer Muslim dalam mempromosikan produk dari brand pakaian Sivali Factory melalui platform TikTok Shop. Di tengah perkembangan media sosial yang pesat, influencer memiliki pengaruh besar dalam membentuk preferensi konsumen, khususnya dalam industri fashion Muslim. Metode yang digunakan dalam penelitian ini adalah pendekatan kualitatif dengan jenis studi kasus. Data dikumpulkan melalui wawancara mendalam kepada konsumen Sivali Factory serta pengamatan terhadap konten promosi yang dilakukan oleh para influencer di TikTok.

Temuan penelitian menunjukkan bahwa strategi endorsement oleh influencer Muslim mampu memberikan dampak positif terhadap ketertarikan konsumen dalam membeli produk. Keberhasilan strategi ini dipengaruhi oleh beberapa faktor, antara lain kepercayaan terhadap influencer, relevansi nilai keislaman, gaya komunikasi yang persuasif, serta kemampuan dalam menyampaikan keunggulan produk secara alami dan meyakinkan. Selain itu, keterlibatan aktif antara influencer dengan pengikutnya turut meningkatkan keterikatan emosional dan loyalitas terhadap brand.

Kata kunci: Endorsement, Influencer Muslim, TikTok Shop, Pemasaran Fashion, Sivali Factory.

ABSTRACT

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Study Program : Islamic Economics
Title : Analysis of Muslim Influencer Endorsement Strategy on Clothing Brands on Social Media (Case Study on Sivali Factory TikTok Shop)

This study aims to examine how the endorsement strategy is carried out by Muslim influencers in promoting products from the Sivali Factory clothing brand through the TikTok Shop platform. Amid the rapid development of social media, influencers have a major influence in shaping consumer preferences, especially in the Muslim fashion industry. The method used in this study is a qualitative approach with a case study type. Data were collected through in-depth interviews with Sivali Factory consumers and observations of promotional content carried out by influencers on TikTok.

The research findings show that the endorsement strategy by Muslim influencers can have a positive impact on consumer interest in buying products. The success of this strategy is influenced by several factors, including trust in influencers, the relevance of Islamic values, a persuasive communication style, and the ability to convey product advantages naturally and convincingly. In addition, active involvement between influencers and their followers also increases emotional attachment and loyalty to the brand.

It can be concluded that the success of the endorsement strategy is highly dependent on the match between the influencer and the target audience. Sivali Factory is considered successful in utilizing the TikTok Shop platform effectively to increase exposure and sales of its products through an approach that is in accordance with the characteristics of Muslim consumers.
Keywords: Endorsement, Muslim Influencer, TikTok Shop, Fashion Marketing, Sivali Factory