

ABSTRAK

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Program Studi : Ekonomi Syariah
Judul : Strategi Pemasaran Syariah UMKM Kue Tradisional
Dalam Menghadapi Persaingan Di Era Modern (Studi Kasus Di Kecamatan Dewantara, Kabupaten Aceh Utara)

Penelitian ini bertujuan mendeskripsikan penerapan strategi pemasaran syariah pada UMKM kue tradisional di Kecamatan Dewantara, Kabupaten Aceh Utara, serta mengidentifikasi tantangan dan peluang di era modern. Penelitian menggunakan metode kualitatif dengan pendekatan studi kasus pada lima pelaku UMKM yang dipilih melalui *purposive sampling*. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, lalu dianalisis secara deskriptif. Hasil penelitian menunjukkan bahwa prinsip kejujuran, keterbukaan informasi, dan pemenuhan standar halal-thayyib telah diterapkan, namun inovasi produk dan pemanfaatan teknologi digital masih terbatas. Tantangan utama meliputi keterbatasan modal, literasi digital rendah, kemasan kurang menarik, serta persaingan dengan produk modern. Peluang yang ada antara lain tren kuliner lokal, dukungan pemerintah, dan potensi pemasaran digital. Penelitian merekomendasikan penguatan digital marketing berbasis syariah, peningkatan kualitas produk dan kemasan, serta kolaborasi antar UMKM untuk meningkatkan daya saing.

Kata kunci: *Strategi Pemasaran Syariah, UMKM, Kue Tradisional, Persaingan, Era Modern*

ABSTRACT

Name : Sari Yulis

Study Program : Islamic Economics

Title : Sharia Marketing Strategy of Traditional Cake MSMEs in Facing Competition in the Modern Era (Case Study in Dewantara District, North Aceh Regency)

This study describes the implementation of sharia marketing strategies in traditional cake MSMEs in Dewantara District, North Aceh, and identifies challenges and opportunities in the modern era. A qualitative case study method was applied to five MSME owners selected through purposive sampling. Data were collected via interviews, observations, and documentation, and analyzed descriptively. The findings show that honesty, transparency, and compliance with halal-thayyib standards have been implemented, but product innovation and digital technology use remain limited. Key challenges include limited capital, low digital literacy, unattractive packaging, and competition from modern products. Opportunities include local culinary trends, government support, and digital marketing potential. The study recommends strengthening sharia-based digital marketing, improving product and packaging quality, and fostering MSME collaboration to enhance competitiveness.

Keywords: Sharia Marketing Strategy, Msmes, Traditional Cakes, Competition, Modern Era