

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi pemasaran melalui media sosial Instagram berdasarkan perspektif etika bisnis Islam dengan studi kasus pada akun Instagram Polaroid Moodsdaily. Dengan menggunakan metode kualitatif deskriptif melalui wawancara, observasi, dan dokumentasi untuk memahami tantangan, strategi, serta relevansinya dengan etika bisnis Islam. Hasil penelitian menunjukkan bahwa penggunaan fitur-fitur Instagram seperti reels, stories, dan interaksi langsung dengan konsumen melalui komentar dan pesan pribadi mampu meningkatkan visibilitas merek serta menarik perhatian generasi muda yang menjadi target pasar utama. Strategi ini didukung dengan endorsement oleh influencer lokal yang relevan, serta pendekatan personal kepada konsumen melalui testimoni dan ulasan positif. Dalam perspektif etika bisnis Islam, strategi ini menekankan nilai-nilai kejujuran, transparansi, dan tanggung jawab dalam transaksi, yang terbukti membangun kepercayaan dan loyalitas konsumen.

Kata Kunci: Strategi Pemasaran, Media Sosial, Etika Bisnis Islam

ABSTRACT

This study aims to analyze marketing strategies through Instagram social media based on the perspective of Islamic business ethics with a case study on the Polaroid Moodsdaily Instagram account. By using descriptive qualitative methods through interviews, observations, and documentation to understand the challenges, strategies, and their relevance to Islamic business ethics. The results of the study indicate that the use of Instagram features such as reels, stories, and direct interaction with consumers through comments and personal messages can increase brand visibility and attract the attention of the younger generation who are the main target market. This strategy is supported by endorsements by relevant local influencers, as well as a personal approach to consumers through testimonials and positive reviews. In the perspective of Islamic business ethics, this strategy emphasizes the values of honesty, transparency, and responsibility in transactions, which have been proven to build consumer trust and loyalty.

Keywords: *Marketing Strategy, Social Media, Islamic Business Ethics*