

## **ABSTRACT**

***Maria Ulfah (2023). Analysis of Sharia Marketing Strategy Using Tiktok Social Media at CV Sajodo Karya Gemilang***

*As time goes by, technology created by humans continues to develop, technological advances develop, and online stores emerge which are very useful for business people. Then, this was the starting point for the emergence of e-commerce in Indonesia, one of which was through social media. Social media is not only a promotional medium but can also be a marketing medium, one of which is through the social media Tiktok. The aim of this research is to find out how sharia marketing strategies use TikTok social media at CV Sajodo Karya Gemilang.*

*The method used in this research is a descriptive method with a qualitative approach. The data sources used are primary data and secondary data. The data collection techniques used were interviews and documentation. With the researcher himself as the research instrument. The data processing and analysis techniques used in this research are qualitative techniques.*

*The results of interview observations/interviews with the owner of CV Sajodo Snack show that the sharia marketing strategy using TikTok social media attracts the attraction of every consumer in receiving messages directly through Sajodo Snack Short Videos. Promotion strategy using Instagram, Facebook, brochures and banners, as well as other ecommerce such as Shopee and Lazada. Regarding sharia marketing strategies, they have implemented what the Prophet Muhammad SAW did before, namely prioritizing characteristics such as shiddiq (true or honest), amanah (trustworthy), fathanah (intelligent), tabligh (communicative), and istiqamah (consistent).*

***Keywords: Tiktok, Strategy, Promotion, Sharia Marketing***