

RINGKASAN

Penelitian ini dilatari konteks ekonomi yang terjadi pada masyarakat Kota Bangkalan dalam pengembangan *Branding* dengan istilah Islam. Dalam penelitian ini bertujuan untuk menganalisis pendapat tokoh agama di kota Bangkalan mengenai *Islamic Branding* yang mana disini masih menjadi suatu tanda tanya terkait urgensi dan eksistensinya di kalangan masyarakat kota Bangkalan khususnya . Peneliti menggunakan metode kualitatif yakni metode penelitian yang terfokus pada pengambilan datanya melalui hasil observasi terhadap ke sekitar Kota Bangkalan terkait beberapa *Brand* lokal yang menggunakan *Islamic Branding* dan di sisi lain juga fokus melakukan wawancara beserta dokumentasi untuk mengambil data mengenai pandangan tokoh agama Islam, Bangkalan terkait *Islamic Branding* dan eksistensinya di kota Bangkalan ke beberapa tokoh agama yang ada di kota Bangkalan. Dari hasil penelitian ini peneliti mendapat berbagai macam ragam pandangan dari tokoh agama Bangkalan. Dari keberagaman pandangan tersebut peneliti mengelompokkan pandangan mereka menjadi beberapa golongan ditinjau dari pengetahuan para narasumber mengenai *Islamic Branding* yang diukur dari seberapa sadar mereka mengenai eksistensi *Islamic Branding* dan ditinjau dari pemahaman para narasumber mengenai *Islamic Branding* yang diukur dari seberapa paham mereka mengenai urgensi *Islamic Branding*.

Kata Kunci: : *Islamic Branding, Tokoh Muslim Kota Bangkalan.*

ABSTRACT

This research is based on the economic context that occurs in the people of Bangkalan City in the development of Branding with Islamic terms. This study aims to analyze the opinions of religious leaders in the city of Bangkalan regarding Islamic Branding, which here is still a question mark regarding its urgency and existence among the people of the city of Bangkalan in particular. The researcher uses a qualitative method, namely a research method that focuses on collecting data through the results of observations around the City of Bangkalan regarding several local brands that use Islamic Branding and on the other hand also focuses on conducting interviews along with documentation to collect data regarding the views of Islamic religious leaders, Bangkalan regarding Islamic Branding and existence in the city of Bangkalan to several religious figures in the city of Bangkalan. From the results of this study, researchers got various views from Bangkalan religious leaders. From this diversity of views, the researchers grouped their views into several groups in terms of the informants' knowledge of Islamic Branding, which was measured by how aware they were of the existence of Islamic Branding, and in terms of the informants' understanding of Islamic Branding, which was measured by how well they understood the urgency of Islamic Branding.

Keyword: *Islamic Branding, Muslim Leader in Bangkalan*