

ABSTRAK

Penelitian ini bertujuan untuk menganalisis penerapan strategi digital marketing syariah pada produk Vitaluxa Grand Kosmetik Sidoarjo dalam meningkatkan penjualan pada platform *e-commerce*. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Informan penelitian terdiri atas pemilik usaha, admin, tim marketing, reseller, dan konsumen produk Vitaluxa. Hasil penelitian menunjukkan bahwa strategi digital marketing yang diterapkan meliputi *Search Engine Optimization* (SEO), pemasaran media sosial, konten promosi, video marketing, *affiliate* marketing, *influencer* marketing, dan promosi melalui platform *e-commerce*. Strategi tersebut mampu meningkatkan jangkauan pasar, menarik minat konsumen, serta meningkatkan penjualan produk Vitaluxa. Selain itu, penerapan digital marketing syariah telah sesuai dengan prinsip pemasaran syariah yang meliputi *shiddiq*, *amanah*, *adl*, menghindari *gharar*, serta *halal* dan *thayyib*. Penerapan prinsip-prinsip tersebut tercermin pada berbagai elemen marketing mix sehingga mampu meningkatkan kepercayaan konsumen dan mendukung peningkatan penjualan produk Vitaluxa pada platform *e-commerce*.

Kata Kunci: Digital Marketing Syariah, Vitaluxa, Marketing Mix Syariah, E-Commerce, Peningkatan Penjualan.

ABSTRACT

This research aims to analyze the implementation of sharia digital marketing strategies on Vitaluxa Grand Kosmetik Sidoarjo products in increasing sales on e-commerce platforms. This research uses descriptive qualitative methods with data collection techniques through observation, interviews and documentation. Research informants consisted of business owners, admins, marketing teams, resellers and consumers of Vitaluxa products. The research results show that the digital marketing strategies implemented include Search Engine Optimization (SEO), social media marketing, promotional content, video marketing, affiliate marketing, influencer marketing, and promotion via e-commerce platforms. This strategy is able to increase market reach, attract consumer interest, and increase sales of Vitaluxa products. Apart from that, the implementation of sharia digital marketing is in accordance with sharia marketing principles which include shiddiq, amanah, adl, avoiding gharar, as well as halal and thayyib. The application of these principles is reflected in various elements of the marketing mix so as to increase consumer confidence and support increased sales of Vitaluxa products on e-commerce platforms.

Keywords: *Sharia Digital Marketing, Vitaluxa, Sharia Marketing Mix, E-Commerce, Increased Sales.*