

ABSTRAK
TELAAH PENERAPAN *E-COMMERCE* SEBAGAI STRATEGI
PEMASARAN PRODUK *FASHION* MUSLIM DI TOKO AREEFA KOTA
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Penelitian ini bertujuan untuk mengetahui penerapan *e-commerce* yang diterapkan sebagai strategi pemasaran produk *fashion* muslim di toko Areefa Pagar Alam. Dari penerapan *e-commerce* yang telah diterapkan, maka dapat diketahui apakah penerapan *e-commerce* pada objek penelitian ini yaitu di toko Areefa Kota Pagar Alam itu sudah efektif atau belum, dengan melihat hasil pendapatan melalui transaksi *e-commerce*. Jika pendapatan tersebut selalu mengalami peningkatan, maka penerapan *e-commerce* tersebut sudah dapat dikatakan efektif, namun sebaliknya jika pendapatan tersebut masih mengalami peningkatan dan penurunan, maka penerapan *e-commerce* tersebut belum dapat dikatakan efektif.

Penelitian ini merupakan penelitian yang bersifat kualitatif dengan pendekatan penelitian lapangan, sumber data penelitian berupa data primer dan data sekunder. Selain itu responden pada penelitian ini terdiri dari pemilik, pegawai, serta pelanggan di toko Areefa Kota Pagar Alam.

Hasil penelitian menunjukkan bahwa penerapan *e-commerce* yang diterapkan sebagai strategi pemasaran produk *fashion* muslim di toko Areefa Pagar Alam yaitu berbasis penggunaan aplikasi media sosial, seperti *facebook*, *whatsapp*, *marketplace*, dan juga terdapat jasa pengantaran produk pesanan melalui layanan *delivery order*. Dari bentuk penerapan *e-commerce* yang telah diterapkan tersebut, maka dapat dilihat pendapatan dari transaksi *e-commerce*.

Berdasarkan pendapatan dari transaksi menggunakan *e-commerce* yang telah diterapkan dari tahun 2021 dan 2022, maka dapat dilihat bahwa pendapatan di toko Areefa Kota Pagar Alam tersebut masih belum stabil, yang berarti dapat dikatakan bahwa penerapan *e-commerce* sebagai strategi pemasaran produk *fashion* muslim tersebut belum efektif, dan tentunya dikarenakan masih terdapat kendala-kendala dalam penerapan *e-commerce* di toko tersebut. Namun, walaupun masih terdapat kendala-kendala, di sisi lain juga penerapan *e-commerce* di toko tersebut juga sudah memberikan keuntungan yang didapatkan bagi toko Areefa Kota Pagar Alam dan bagi pelanggan (*customers*) di toko Areefa Kota Pagar Alam. Untuk mengatasi kendala-kendala penerapan *e-commerce* tersebut, maka akan dilakukan solusi yang akan dapat menyelesaikan kendala penerapan *e-commerce* tersebut.

Kata Kunci : *E-Commerce*, Strategi, Pemasaran, Produk, dan *Fashion* Muslim

ABSTRACT
EXAMINE THE APPLICATION OF E-COMMERCE AS A MARKETING
STRATEGY FOR MUSLIM FASHION PRODUCTS AT THE AREEFA
STORE PAGAR ALAM CITY
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This study aims to determine the application of e-commerce which is applied as a marketing strategy for muslim fashion products at Areefa stores, Pagar Alam. From the implementation of e-commerce that has been implemented, it can be seen whether the application of e-commerce to the object of this research, namely at the Areefa store, Pagar Alam city, has been effective or not, by looking at income through e-commerce transactions. If the income is always increasing, then the implementation of e-commerce can be said to be effective, but conversely if the income is still increasing and decreasing, then the application of e-commerce cannot be said to be effective.

This research is a qualitative research with a field research approach, the source of research data is in the form of primary data and secondary data. Besides that, the respondents in this study consisted of owners, employees, and customers at the Areefa shop, the city of Pagar Alam.

The results of this study indicate that the application of e-commerce is applied as a marketing strategy for muslim fashion products at the Areefa store, Pagar Alam City, which is based on the use of social media applications such as facebook, whatsapp, marketplace, and there are also products delivery services ordered through delivery order services. From the form of e-commerce implementation that has been implemented, it can be seen the income from e-commerce transactions.

Based on income from transactions using e-commerce that have been set for 2021 and 2022, it can be seen that the revenue at the Areefa shop in Pagar Alam city is still unstable, which means that it can be said that the application of e-commerce as a marketing strategy for fashion products has not been effective, and of course because there are still constraints in implementing e-commerce in the store. But even though there are still obstacles, on the other hand the application of e-commerce in the store has also provided benefits for the Areefa shop in Pagar Alam city. To overcome the constraints of implementing e-commerce, a solution will be carried out that will be able to solve the constraints of implementing e-commerce.

Keywords : E-Commerce, Strategy, Marketing, Products, and Muslim Fashion