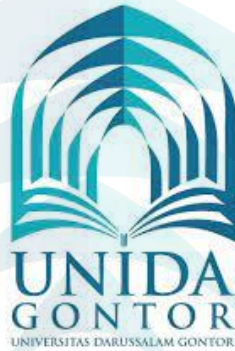


**IMPLEMENTATION OF MARKETING STRATEGIC
BASE ON ARTIFICIAL INTELLIGENCE (AI) IN THE
ISLAMIC PARADIGM ON ALFI HURAIYAH HIJAB**



By:

Nur Aisyah Rahmi Suaida

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**UNIDA
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**DEPARTMENT OF MANAGEMENT
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UNIVERSITY OF DARUSSALAM GONTOR**

2024 / 1446

**IMPLEMENTATION OF MARKETING STRATEGIC
BASE ON ARTIFICIAL INTELLIGENCE (AI) IN THE
ISLAMIC PARADIGM ON ALFI HURAIYAH HIJAB**

UNDERGRADUATE TESIS

Submitted in Fulfillment of the requirement for the degree of Bachelor of
Management

By:

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2024 / 1446



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DECLARATION

Name : Nur Aisyah Rahmi Suaida
Registered Number : 422021428044
Faculty : Economic and Management
Department : Management
Title : Implementation of Marketing Strategic Base on Artificial Intelligence (AI) in the Islamic Paradigm on Alfi Huraiyah Hijab

I hereby declare that this undergraduate thesis is the result of my own investigations, expect where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Ponorogo Rabiul Akhir 24th, 1446 H
Oktober 23th, 2024 M

Author,



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APPROVAL OF SUPERVISOR

To Honorable,

Dean of Faculty of Economics and Management

University of Darussalam Gontor

Bismillahirrahmanirrahim,

Assalamu'alaikum Wr, Wb

I certify that I have supervised and read this thesis, written by:

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Title : Implementation of Marketing Strategic on Artificial Intelligence
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In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor of Management Department.

Wassalamu'alaikum Wr, Wb.

Ponorogo, Rabiul Akhir 20th1446 H

October 23st, 2024 M

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THESIS EXAMINATION COMMITTEE APPROVAL


The examination committee declared that the thesis written by:

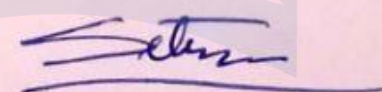
Name : Nur Aisyah Rahmi Suaida
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It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economic and Management, University of Darussalam Gontor.

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Title : Implementation of Marketing Strategic base on Artificial Intelligence (AI) in the Islamic Paradigm on Alfi Huraiyah Hijab

It is approved as a fulfillment of the requirement for the degree of Bachelor of Management, academic year 1445-1446 H/2024-2025 M

Ponorogo, Rabiul Akhir 21th, 1446 H
October 24th, 2024 M

Dean, Faculty of Economics and
Management



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RESEARCH MOTTO

أعوذ بالله من الشيطان الرجيم

بسم الله الرحمن الرحيم

لَا يُكَلِّفُ اللَّهُ نَفْسًا إِلَّا وُسْعَهَا ۚ لَهَا مَا كَسَبَتْ وَعَلَيْهَا مَا اكْتَسَبَتْ ۗ رَبَّنَا لَا تُؤَاخِذْنَا إِنْ

نَسِينَا أَوْ أَخْطَأْنَا ۗ رَبَّنَا وَلَا تَحْمِلْ عَلَيْنَا إَصْرًا كَمَا حَمَلْتَهُ عَلَى الَّذِينَ مِنْ قَبْلِنَا ۗ رَبَّنَا وَلَا

تَحْمِلْنَا مَا لَا طَاقَةَ لَنَا بِهِ ۗ وَاعْفُ عَنَّا ۗ وَارْحَمْنَا ۗ أَنْتَ مَوْلَانَا فَانصُرْنَا عَلَى الْقَوْمِ

الْكٰفِرِيْنَ ؕ

قال رسول الله صلى الله عليه وسلم

مَنْ سَلَكَ طَرِيقًا يَلْتَمِسُ فِيهِ عِلْمًا، سَهَّلَ اللَّهُ لَهُ بِهِ طَرِيقًا إِلَى الْجَنَّةِ

(رواه مسلم)

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DEDICATION

Bismillahirrahmanirrahim

Alhamdulillahirabbil 'aalamin, all praise be to Allah SWT for His boundless mercy and blessings, enabling the author to complete this thesis with patience and strength. May blessings and peace always be upon our beloved Prophet Muhammad SAW, who has been a guiding light amidst the darkness. *Aamiin*.

This humble work is dedicated to those who have been the primary pillars of support and encouragement when the spirit starts to wane:

To my dearest Mama and Abah, thank you for your unwavering prayers and endless encouragement that have accompanied every step of my journey. Your presence and support are like an eternal light, brightening every path, even when the road feels dark and hope begins to fade. Despite the mistakes I often make, you remain steadfast beside me, offering strength and trust that is irreplaceable. May Allah SWT always bestow health, blessings, fortune, and happiness upon Mama and Abah.

My deepest respect also goes to Al-Ustadz Mohammad Zaenal Abidin, SE, M.Pd. who has patiently provided guidance, advice, and invaluable motivation throughout the journey. May the knowledge you have imparted become a continuous charity (*amal jariyah*) that brings blessings in this world and the hereafter. *Aamiin*.

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The author is aware of the limitations of existing abilities, so the completion of writing this thesis certainly cannot be separated from the help of various parties. Therefore, the author expresses his deepest gratitude to:

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7. To this self who is able to survive, fight and complete this thesis well.
8. As well as to all parties who cannot be mentioned one by one, the author would like to thank you very much for all the help and prayers given.

My prayer for them, “may Allah reward all their good deeds with more than they gave me”. The author fully realizes that the writing of this thesis is still far from being called perfect. Therefore, critics and suggestions as well as input are very much expected by the author. Although with all the limitations and shortcomings that exist, the author still hopes that this thesis can be useful for the author in particular and for readers in general.

Ponorogo, Rabiul Awal 12th, 1445 H

September 16th, 2024 M

Author,



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