

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

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## Abstract

Marketing Strategic base on Artificial Intelligence (AI) has become a significant innovation in modern business strategies. This study examines the implementation marketing strategies base on AI in the Islamic paradigm on Alfi Huraiyah Hijab. The research uses a qualitative methodology with data collection through observation, interviews, and documentation. Findings indicate that Alfi Huraiyah Hijab has applied AI-based marketing in aspects such as chatbots for customer interaction, data analysis for understanding consumer preferences, and optimizing promotions via digital platforms. This implementation enhances operational efficiency, speeds up customer response, and strengthens engagement. However, its application remains limited to specific functions and is not fully integrated into the entire business process. From an Islamic perspective, the marketing strategies at Alfi Huraiyah Hijab align with sharia principles like honesty, responsibility, and fairness, while avoiding gharar and tadlis. In conclusion, AI application in marketing not only enhances competitiveness but can also align with Islamic ethics for more sustainable business practices.

**Keywords:** *Marketing strategy, Artificial Intelligence, Chatbot, Islamic paradigm, Alfi Huraiyah Hijab*

## 1. Introduction

In the face of increasingly fierce business competition, companies need to develop innovative strategies to survive and grow. Marketing strategies play an important role in ensuring that companies can meet consumer demand in the business world. Companies must consider the factors that affect product sales, because the success of the company in dealing with changes in the business environment is highly dependent on the marketing strategy implemented. One strategy that is starting to be widely implemented is the use of Artificial Intelligence (AI) in marketing. AI-based marketing has been shown to improve operational efficiency, accelerate responses to consumer needs, and strengthen their engagement. However, there are still few studies that examine the application of AI in marketing from a sharia perspective.

Previous research mostly focuses on the application of AI in various industries in general or sharia-based marketing, but there is still a lack of research that combines these two aspects specifically in the Muslim fashion sector. Research by Sobron (2023) shows that AI can help in consumer data analysis, marketing content personalization, and promotion optimization through various digital platforms. In addition, Sobron also emphasized the importance of integrating AI with Islamic principles, such as honesty and responsibility, to ensure there are no elements of gharar (uncertainty) and tadlis (deception) in business practices.

This technological engagement not only empowers smarter decision-making, but also enables the creation of messages that are more focused on the needs and beliefs espoused by the Islamic worldview. As a link between technology and religious values, AI helps in ensuring that marketing messages are delivered in accordance with religious ethics and teachings, enhancing appeal and deeper interaction with consumers who are sensitive to religious values.

The recent emergence of many businesses in the Muslim fashion industry has created an increasing demand for Muslim fashion products. This condition gives people a variety of choices in choosing Muslim clothing according to their wishes, thanks to the many established Muslim clothing offering centers and new businesses trying to run their business. One of the companies engaged in fashion is Alfi Huraiyah Hijab. Alfi Huraiyah Hijab is a company engaged in the sale of Muslim clothing created in 2016 as an affordable alternative to Muslim clothing for the upper middle class, as well as an alternative to quality and up-to-date Muslim clothing.

In this case, the researcher uses The scientific novelty of this article lies in an integrative study that combines AI-based marketing strategies with Islamic paradigms in the Muslim fashion industry, especially at Alfi Huraiyah Hijab. This research will discuss how AI can be applied in product, price, location, and promotion strategies while maintaining Islamic ethical values. Based on this background, this article aims to examine the implementation of AI-based marketing strategies in the Islamic paradigm at Alfi Huraiyah Hijab, focusing on product, price, location, and promotion strategies.

## **2. Literature Review**

### **Paradigm Concept**

The word “paradigm” itself comes from Latin in 1483 which means a model or pattern. In Greek, the word “paradeigma” means to compare or show. A paradigm is a way of seeing things, a view, frame of reference or belief. Paradigms are like glasses, influencing the way we see the world. Covey also identifies three general paradigms: the paradigm of self, the paradigm of others, and the paradigm of life. (Maryamah, 2021). Since worldview is a concept that can be used to describe the way people see things in general, regardless of national or religious origin, several definitions of worldview reflect the breadth and narrowness of the scope that can be described. Ninian Smart, for example, defines worldview as the beliefs, feelings, and what is in people's minds that serve as the motor for social and moral continuity and change (Zarkasyi, 2013). According to M. Bunge's view in research (Nur Hadi), worldview is related to the theory that includes everything, starting from the discipline that actively asks itself to find or understand the reality of science. For him, worldview is a philosophy that becomes a structured and organized view of life (Hadi et al., 2022).

Worldview and paradigm are two related concepts in scientific disciplines, particularly in the context of research and philosophy. The main similarity between worldview and paradigm is that both focus on the way humans understand and interpret reality. Paradigms are also related to worldviews. The two are closely related as a set of basic beliefs that guide our actions, both in everyday life and in scientific research, as proposed by Thomas Kuhn. Worldview, in turn, can be considered as the basis for any human behavior, including scientific and technological activities. According to Prof. Alparslan, every human activity can be linked back to his worldview, suggesting that worldview affects all aspects of life, including research and technology (Maryamah, 2021).

### **The Islamic Paradigm**

In Islam, the definition of worldview can be obtained from several contemporary scholars. Because in the classical Islamic tradition, there is no specific term for worldview, but it does not mean that Islam does not have a worldview. Twentieth-century scholars used different terms for worldview, such as al-Mauwdudi who defined worldview as “Islâmî Nazariyat” or “Islamic Vision”, which means a view of life that starts from the concept of the oneness of God and has implications for all human activities in the world (Zarkasyi, 2013).

Sheykh Atif al-Zayn also has a definition of worldview similar to al-Mawdudi. He defines worldview as “al-Mabda' al-Islâmî” or “Islamic Principle”, which means rational belief based on reason. According to him, every Muslim must believe in the nature of Allah's existence, the

prophethood of Muhammad SAW, and the Qur'an by using reason. Faith in things that cannot be seen based on the way of sensing is confirmed by reason, so it cannot be denied anymore. Faith in Islam as a religion revealed through the Prophet Muhammad SAW to regulate human relations with God, himself, and others (Zarkasyi, 2013). The Islamic worldview can be described through the following important elements. First, Islam understands reality and truth by considering metaphysical studies of the visible and invisible world. Second, the Islamic worldview is characterized by an integral way of thinking and focuses on unity. Third, the Islamic worldview is based on revelation that is reinforced by religion and supported by the principles of reason and intuition. Fourth, the elements of the Islamic worldview consist of the concept of God and other elements centered on the concept of God. Thus, the Islamic worldview not only distinguishes Islam from other religions, civilizations, and cultures, but also distinguishes the way of thinking in Islam and the way of thinking in other cultures and to understand more clearly the identity of the Islamic worldview (Zarkasyi, 2013)

### **Definition of Marketing Strategy**

Marketing strategy is an effort to promote products, both goods and services, by implementing certain plans and tactics so that sales volume increases. The definition of marketing strategy can also be explained as a series of steps taken by the company to achieve certain goals, given that the opportunity to sell a proposition depends on how many people know about it (Marissa, G., Ahmad, S., Heri., 2022). According to Philip Kotler's view, marketing strategy is defined as a way of thinking in the realm of marketing that will be applied to achieve marketing objectives. In this definition, the strategy includes details related to the target market, positioning, marketing mix, and budget allocation for marketing activities. Meanwhile, according to Rangkuti in research (Irdha Yanti), marketing is an activity process that is influenced by various factors, such as social, cultural, political, economic, and managerial aspects. The impact of the influence of these factors is that each individual or group fulfills their needs and desires through the creation, supply and exchange of products that have commodity value (Yanti & Idayanti, 2022).

From some of the results of the understanding of marketing strategy, researchers can decide that the definition of marketing strategy is the first step before the sales process which aims to increase consumer awareness of the company and its products. This process involves a series of buying and selling transaction activities with the aim of creating economic value and bridging the needs of producers and consumers. Overall, marketing and its strategies are complex efforts in understanding and meeting market needs. The main purpose of making a strategy by the company is so that the company can deal with environmental changes in the long term. Seeing strategy as one part of the plan does not provide a satisfactory explanation for the various strategic phenomena that exist in the business world.

### **Marketing Mix**

The marketing mix, also known as the 4P strategy, is a unique sales method that aims to achieve mutually beneficial goals in the marketing field. The marketing mix is also the most basic concept in marketing. According to Danang, the marketing mix is a combination of variables that are at the core of the marketing system, variables that can be controlled by each business actor to influence buyer reactions. The brief explanation above suggests that the marketing mix is a set of marketing tools that companies use to achieve their goals in meeting customer needs and wants. In the marketing mix there is a set of marketing tool indicators which are divided into 4 P: Product, Price, Place and Promotion (Cahayanik et al., 2023).

### **Artificial Intelligence**

Over the past two decades, Artificial Intelligence (AI) has grown rapidly and plays an important role in the future. With the increasing needs of industry, AI allows computers to complete tasks that previously only humans could do. The history of artificial intelligence, such as McCulloch and Pitts' (1943) mathematical neuron model of the brain and Alan Turing's (1950) idea of intelligent machines, provides a strong foundation. The views of Simon and Newell (1955) and John McCarthy's (1956) goal to make computers more human-like reinforced the AI trend (Huang & Rust, 2021). AI seeks to create machines that can mimic human tasks, such as recognizing patterns, learning, and making decisions. This technology has brought about major changes in various industries, such as finance, agriculture, healthcare, and journalism, and is being applied in e-commerce, legal contract drafting,

and knowledge management. Despite regulatory barriers in Indonesia, AI continues to be applied in chatbots and enterprise information management (No et al., 2023).

In marketing, AI is changing the business paradigm by optimizing data collection, intelligence analysis, and marketing strategy. AI not only improves operations, but also enables a deeper understanding of customer behavior and creates more effective campaigns, making it a key element in modern marketing strategies.

### **Previous Research**

Artificial Intelligence-based marketing strategy is a new thing to study, it is rare to find previous research that raises the same variables as researchers. Some previous studies raised the Utilization of Social Media and Artificial Intelligence as a Library Marketing Strategy in the Digital Age. Adi Prasetyawan's journal which discusses "Utilization of Social Media and Artificial Intelligence as a Library Marketing Strategy in the Digital Age" the results of this study are to discuss the utilization of social media and artificial intelligence (AI) as a library marketing strategy in the digital age. The main objective of this research is to train librarians, especially Malang State University alumni, in developing their libraries through digital promotion. The training covers library marketing concepts, the use of digital platforms, creative content creation, and the utilization of AI, such as chatbots, to improve the efficiency and personalization of library services. The training results show that social media and AI are effective in improving library promotion and attracting visitors (Prasetyawan et al., 2023).

Based on the results of the previous research above, the author knows more about the use of AI in developing libraries through digital promotion, creative content creation, and the use of AI, such as chatbots, to increase the efficiency and personalization of library services. Researchers want to know more about the implementation of Artificial Intelligence (AI)-based marketing strategies in the Islamic paradigm at Alfi Huraiyah Hijab by conducting interviews with several employees and owners at Alfi Huraiyah Hijab (Prasetyawan et al., 2023).

### **3. Research Methods**

The research used by the author is a type of qualitative research. Sugiono explained that this method, which is based on post-positivist / interpretative philosophy, is used to examine the conditions of natural objects, (not experiments) where researchers are key instruments, data collection techniques are combined, data analysis is qualitative, and the results emphasize meaning rather than generalization. Qualitative research means the process of exploring and understanding the meaning of individual and group behavior, describing social or humanitarian problems (Prasetyawan et al., 2023). Researchers who use qualitative research can make observations inductively, because the purpose of this qualitative research is to gain an understanding of what people feel in their life processes, give meaning and describe how people interpret their experiences. And thus researchers can obtain more in-depth data from research subjects so that it can more easily obtain the results of the formulation of research problems regarding the Implementation of Artificial Intelligence-based Marketing Strategies in the Islamic paradigm at Alfi Huraiyah Hijab.

This type of research is field research using a qualitative approach. Qualitative research examines research subjects or informants in their daily life environment. The qualitative paradigm is a research paradigm that emphasizes understanding problems in social life based on the conditions of reality or natural settings that are holistic or comprehensive, complex, and detailed. This research uses an induction approach and aims to construct theoretical constructions through disclosure of facts (Creswell, 2023). Researchers in this study tried to describe the implementation of Artificial Intelligence-based marketing strategies in the Islamic paradigm at Alfi Huraiyah Hijab. In this study, data collection techniques were used by conducting observations, interviews, and also documentation which could reinforce the researcher's research. Qualitative research methods often use in-depth analysis techniques, which examine problems in cases. The qualitative paradigm views that

the nature of a problem will be different from the nature of other problems. Qualitative goals are not generalizations but a deep understanding of a problem. Qualitative research serves to provide substantive categories to the problem under study (Sugiyono 2020).

### **Population and Sample**

Population is a generalization area consisting of: objects / subjects that have certain quantities and characteristics set by researchers to be studied and then draw conclusions. Even one person can be used as a population, because that one person has characteristics, such as speaking style, personal discipline, hobbies, how to get along, leadership, and so on. The population taken by researchers at this time is workers at Alfi Huraiyah Hijab. All of these populations are of course all active and carry out the tasks assigned by their superiors and also participate in activities in accordance with the management functions that have been carried out by the organization. The sample is part of the number and characteristics of the population. If the population is large, and researchers may not be able to examine everything in the population, for example due to limited funds, limited energy and time, then researchers can use samples taken from the population. What is learned from the sample, the conclusion will apply to the population, and the sample taken must be truly representative. The sample chosen by the researcher at Alfi Huraiyah Hijab was first the owner of Alfi Huraiyah Hijab, the Operational Management Manager, and also the Partner Admin at Alfi Huraiyah Hijab, so that the total sample taken was three people, of the three people the researcher will conduct interviews as follows:

1. Owner of Alfi Huraiyah (Wiradyatma Irawan)
2. Operations Manager (Rini Habibah)
3. *Admin Partner (Delis Maulida Agustin)*

### **4. Result And Discussion**

This type of research is qualitative. The main data collection techniques were observation, in-depth interviews, documentation studies, and a combination of the three or triangulation. (Sugiyono.2014) It needs to be emphasized that the data collection technique is to use observation, it is necessary to interview several employees at Alfi Huraiyah Hijab, then conduct a documentation study at Alfi Huraiyah Hijab. The indicators that become points in this discussion are Marketing Strategy, Artificial Intelligence, Islamic Paradigm, and Fathonah. The author will design the writing based on the question points in the interview that have been described above to facilitate the grouping of the results of the interviews conducted. The order of questions to be discussed was determined in conducting the interviews as follows:

1. How is the marketing strategy implemented by Alfi Huraiyah related to the marketing mix?  
Alfi Huraiyah's marketing strategy uses a marketing mix that includes product, price, distribution, and promotion, all based on Islamic law. The products sold are Muslimah syar'i clothing, with competitive prices according to the market. Distribution is done intensively through partners and focuses on online sales. Promotion uses social media, paid advertising, and collaboration with influencers, supported by digital marketing strategies to expand market share.
2. How is Artificial Intelligence (AI) Applied to Marketing Strategy at Alfi Huraiyah Hijab?  
Alfi Huraiyah has been using Artificial Intelligence (AI) in its marketing strategy, especially for ad content creation (videos and photos) and automated chatbots. AI helps speed up the content creation process and reach the right customers through paid ads such as Instagram Ads. However, the application of AI is still limited, so the impact on sales has not been significant, with the main role still held by the manual marketing team.
3. How is the implementation of marketing strategies in the Islamic Paradigm at Alfi Huraiyah?

According to Tamamudin, sharia marketing is a business activity based on honesty, fairness, and openness, according to the principles of Islamic commerce. Abdullah Amrin defines sharia marketing as a business activity that brings value and benefits to all, based on Islamic business principles. Alfi Huraiyah emphasizes sharia-based marketing strategies according to the Qur'an, hadith, and muamalah fiqh law, as well as values such as siddiq, tabligh, fathonah, and amanah. Nur Fauziah argues that Islamic marketing strategy includes discovering, offering, and changing value according to contracts and muamalah principles.

4. What is the concept of muamalah in your view?

Muamalah in shara' regulates the way of life between humans to fulfill their daily needs. According to Ad-Dimyati, muamalah is a worldly activity that supports the success of the hereafter, while Muhammad Yusuf Musa defines it as Allah's regulations to safeguard human interests in social life. Alfi Huraiyah applies the concept of muamalah in accordance with Islamic law, emphasizing transparency, honesty, and avoiding usury, gharar, and tadlis in business. Hilman Taqiyudin also emphasizes the ethics of muamalah which includes justice, trustworthiness, and the prohibition of monopoly and usury, with the aim of maintaining social harmony and worldly success.

5. What is the concept of sustenance in your view?

Views on sustenance in Islam vary, but all agree that sustenance, both material and non-material, comes from Allah and has been arranged since before humans were created. The belief that sustenance will not be confused and that everyone has their share is very important. Being grateful, as explained in Surah Ibrahim verse 7, can increase sustenance. Sustenance is not only wealth, but all the pleasures enjoyed, and humans only need to try, because everything has been arranged by Allah in accordance with Surah Al-Hud verse 6.

6. What is your view on business ethics?

Business ethics in Islam emphasizes business based on the Qur'an and hadith, with the principles of honesty (siddiq), intelligence (fathonah), and transparent communication (tabligh). Honesty builds consumer trust, intelligence supports strategic decisions, and transparency strengthens relationships with customers. Trustworthy companies, such as Alfi Huraiyah, ensure customer satisfaction with product guarantees and fair solutions, and are environmentally responsible by managing waste creatively to preserve the ecosystem.

Based on the results of discussion with the strategy focuses on the 4P strategy mix, namely product, price, price, and promotion. The product strategy used in Alfi Huraiyah hijab is a focused product strategy which focuses on selling Muslimah clothing in accordance with Islamic law. As for the price strategy at Alfi, it uses a Competitive Strategy by looking at existing market prices, and adjusting to the condition of the goods being sold. The Distribution Strategy used is more intensive and selective distribution which is intensive in online distribution and selective in partner selection. The promotion strategy used is more digital marketing which utilizes existing digital platforms, starting from Facebook, Instagram, and the Company's official Web.

In the Alfi Huraiyah Hijab business, the use of Artificial Intelligence (AI) is limited to promotional strategies. Starting from the process of creating digital marketing advertising content, Instagram, and also a chatbot system in answering initial messages from consumers. The Islamic paradigm in fiqh Muamalah means that there is no violation of the rules of fiqh muamalah, while in terms of the concept of sustenance, Alfi Huraiyah Hijab believes that sustenance is a deposit from Allah SWT that will not be confused. The business ethics applied are also in line with Islamic law. Marketing strategy in Islam is based on the principles of honesty, justice, openness, and business values based on the Qur'an, hadith, and fiqh muamalah. The concept of muamalah emphasizes the importance of fair and honest relationships in business transactions, and avoids usury, gharar, and tadlis. Sustenance is understood as a gift from God, covering both material and non-material aspects, and must be obtained in accordance with the Shari'ah.

## 5. Conclusion

Based on the answers to the results of interviews conducted by researchers at Alfi Huraiyah Hijab regarding artificial Intelligence-based marketing strategies in the Islamic paradigm. Alfi Huraiyah Hijab's product strategy focuses on Muslimah clothing according to Islamic law. For prices, they implement a competitive strategy, adjusting to market prices and quality of goods. Distribution is carried out intensively through online and selective in partner selection. The promotion strategy focuses on digital marketing, utilizing platforms such as Facebook, Instagram, and the company's official website. In the Alfi Huraiyah Hijab business, the use of Artificial Intelligence (AI) is limited to promotional strategies. Starting from the process of creating digital marketing advertising content, Instagram, and also a chatbot system in answering initial messages from consumers. The Islamic paradigm in Alfi Huraiyah itself is classified in accordance with Islamic law, which is based on the Al-Qur'an and Hadith, to instill the values and teachings of Islamic law, especially in the field of mingling with others, Alfi Huraiyah holds regular studies once a week which aims to add insight and increase spiritual value for all employees at Alfi Huraiyah Hijab.

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