

ABSTRAK

FAUZAN GIRLADI (2022), Analisis Strategi Membangun Citra Bank Syariah Untuk Meningkatkan Minat Menabung di BSI Ahamad Yani KC TASIKMALAYA di Masa Pandemi, Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi.

Latar belakang penelitian ini adalah daya minat menabung masyarakat di BSI KCTasikmalaya di masa pandemi, juga strategi perusahaan dalam membangun citra bank syariah di masa pandemi, juga menarik minat masyarakat untuk menabung di bank syariah khususnya di bank BSI KCTasikmalaya. Rumusan masalah dalam penelitian ini adalah bagaimana strategi perusahaan dalam membangun citra bank syariah di masa pandemi. Dan tujuan penelitian ini untuk mengetahui langkah-langkah startegi dalam membangun citra BSI KC Tasikmalaya di masa pandemi, dan teori yang di pakai dalam penelitian ini adalah citra merek, minat menabung, dan strategi perusahaan.

Metode yang digunakan adalah metode deskriptif kualitatif, dengan dua sumber data, yaitu sumber data primer atau langsung melalui wawancara dengan staff di BSI KCTasikmalaya dan juga nasabah, serta sumber data sekunder didapat dari buku, jurnal, dan artikel. Teknik pengumpulan data yang di gunakan yaitu observasi, wawancara, dan deokumentasi, instrumen penelitian yang digunakan adalah penelitian itu sendiri,

Berdasarkan penelitian ini dapat di simpulan bahwa, Faktor pembentuk dan strategi pembangun citra merek menurut BSI KCTasikmalaya Ahmad Yani terbagi menjadi 3 yaitu *Reliability*, promosi, dan inovasi, tidak sama dengan faktor – faktor yang mempengaruhi citra merek menurut Schiffman dan Kanuk.

Kata kunci: minat menabung, bank syariah, strategi

ABSTRACT

FAUZAN GIRLADI (2022), *Strategy Analysis to Build the Image of Islamic Bank to Increase Interest in saving at BSI Ahmad Yani KC Tasikmalaya in the Pandemic, Islamic Economics program, faculty of Islamic, Siliwangi University.*

The background of this research is the public interest in saving at BSI KCTasikmalaya during the pandemic, as well as the company's strategy in building the image of Islamic banks during the pandemic, as well as attracting public interest in saving at Islamic banks, especially at BSI KCTasikmalaya bank. The formulation of the problem in this study is how the company's strategy in building the image of Islamic banks during the pandemic. And the purpose of this study is to find out the strategic steps in building the image of BSI KC Tasikmalaya during the pandemic, and the theory used in this research is brand image, interest in saving, and company strategy.

The method used is a qualitative descriptive method, with two data sources, namely primary data sources or directly through interviews with staff at BSI KCTasikmalaya and also customers, and secondary data sources obtained from books, journals, and articles. The data collection techniques used are observation, interviews, and documentation, the research instrument used is the research itself,

Based on this research, it can be concluded that, the forming factors and strategies for building brand image according to BSI KCTasikmalaya Ahmad Yani are divided into 3 namely Reliability, promotion, and innovation, not the same as the factors that affect brand image according to Schiffman and Kanuk.

Keywords: interest in saving, Islamic banking, strategy