

ABSTRACT

Zakat is part that can't be separated from Indonesian people which majority of their religion are Islam. Nowadays, with the emerging of technology, many benefit gathered by Lembaga Amil Zakat (LAZ) for promote their products and services. This benefits also gathered by LAZ Rumah Zakat that oriented for social impact for build the good brand and corporate reputation among the people. This research's goal is to discover how LAZ Rumah Zakat's strategy to build corporate branding in various media both online and offline media.

Research method in this research is descriptive qualitative with post-positivism as paradigm and analysis unit that consist of five factors of corporate branding by Aaker. Data collection technique by deep interview with LAZ Rumah Zakat's informan, observasion, documentation and literature review. Data Analysis technique that used is Miles and Huberman which are data reduction, data presentation as well as conclusion withdrawal and verification.

The result of this research describe the coporate branding strategy which has been built by LAZ Rumah Zakat is concern about five factors of corporate branding by Aaker which are people, value and priority, inovasion, perceived quality and concern for consumer.

Keyword : Strategy, Corporate Branding, Corporate Branding Strategy