

MARKETING STRATEGY ANALYSIS IN 212 MART GRESIK IN ISLAMIC ECONOMIC PERSPECTIVE

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ABSTRACT

This study focuses on marketing strategies at 212 Mart Gresik as seen from the 4p marketing mix (product, price, place, promotion) and 4 Islamic marketing characteristics (Rabbaniyyah, Akhlaqiyyah, Al-waqi'iyah and Al-insaniyyah). Then it is analyzed whether the marketing mix (4p) at 212 Mart Gresik is in accordance with the characteristics of Islamic marketing, considering that 212 Mart Gresik is a new sharia-based minimarket but is able to compete and still survive to this day even though there is a more experienced and more experienced minimarket next to it. It has been established in Gresik for decades, so its marketing strategy also pays attention to Islamic values which will bring benefits rather than harm. The purpose of this study is to determine the marketing strategy carried out by 212 Mart Gresik and to determine and determine whether the marketing strategy carried out by 212 Mart Gresik is in accordance with the marketing strategy of Islamic sharia. This research uses a qualitative method with a descriptive approach, with the method of collecting data through interviews, observations, and collecting data from websites or other documents relevant to the research. Data analysis used reduction, display and then conclusions. To test the validity of the data, researchers used source triangulation, technique triangulation and time triangulation. The results of this study indicate that the marketing strategies carried out by 212 Mart Gresik as seen from the 4p marketing mix (product, price, place, promotion) and 4 characteristics of Islamic marketing (Rabanniyah, Akhlaqiyyah, Al-Waqi'iyah, Al-Insaniyyah) are appropriate. with the characteristics of marketing in an Islamic economic perspective.

Keywords: *Marketing Strategy, Marketing Mix, Islamic Marketing Characteristics, 212 Mart Gresik*