

# **ANALISIS BAURAN PEMASARAN MENURUT PERSPEKTIF ISLAM BERDASARKAN EMPAT SIFAT NABI MUHAMMAD SAW PADA TOKO ANAKMAMA *BABY SHOP***

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## **ABSTRAK**

Perkembangan bisnis perlengkapan bayi yang semakin meningkat karena laju pertumbuhan perekonomian dan ilmu teknologi yang pesat membuat pelaku bisnis harus mempunyai bauran pemasaran yang tepat dan mampu membaca peluang yang ada agar dapat mengembangkan usahanya dan bersaing secara sehat terhadap pelaku bisnis yang sejenis. Penelitian ini dilakukan di Toko Anakmama *Baby Shop* yang masih menggunakan bauran pemasaran atas dasar ekonomi konvensional, tujuan penelitian ini untuk mengetahui bauran pemasaran 4P yakni *product* (produk), *price* (harga), *place* (tempat), *promotion* (promosi) yang sudah diterapkan serta menganalisis bauran pemasaran menurut perspektif Islam berdasarkan empat sifat Nabi Muhammad SAW yakni *shiddiq* (jujur), *amanah* (dapat dipercaya), *tabligh* (menyampaikan), *fathonah* (cerdas) sebagai solusi yang perlu diterapkan di Toko Anakmama *Baby Shop*. Penelitian ini menggunakan jenis studi kasus dengan metode penelitian kualitatif. Data informasi digali dari metode wawancara, observasi, dan dokumentasi. Data yang sudah diperoleh dilakukan analisis data menggunakan reduksi data, penyajian data, dan penarikan kesimpulan. Peneliti menggunakan triangulasi sumber dan triangulasi teknik. Hasil penelitian menunjukkan bauran pemasaran yang diterapkan dan analisis bauran pemasaran, masih ada yang belum sesuai dengan perspektif Islam berdasarkan empat sifat Nabi Muhammad SAW yakni aspek bauran pemasaran produk, harga, dan promosi belum sesuai. Untuk bauran pemasaran tempat sudah sesuai dengan perspektif Islam berdasarkan empat sifat Nabi Muhammad SAW.

**Kata kunci: Strategi Pemasaran, Bauran Pemasaran 4P, Empat Sifat Nabi Muhammad SAW**

# **ANALYSIS OF MARKETING MIX ACCORDING TO ISLAMIC PERSPECTIVE BASED ON THE FOUR NATURES OF THE PROPHET MUHAMMAD SAW IN ANAKMAMA BABY SHOP**

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## ***ABSTRACT***

The development of the baby equipment business which is increasing due to the rapid pace of economic growth and technological knowledge makes business people must have the right marketing mix and be able to read the opportunities that exist in order to develop their business and compete fairly against similar business actors. This research was conducted at the Anakmama Baby Shop store which still uses the marketing mix on the basis of conventional economics, the purpose of this research is to determine the 4P marketing mix namely product, price, place, promotion that has been applied and analyze the marketing mix according to an Islamic perspective based on four characteristics of the Prophet Muhammad SAW, namely shiddiq (honest), amanah (trustworthy), tabligh (deliver), fathonah (intelligent) as a solution that needs to be implemented at the Anakmama Baby Shop. This study uses a case study type with qualitative research methods. Information data was extracted from the interview, observation, and documentation methods. The data that has been obtained is analyzed using data reduction, data presentation, and drawing conclusions. The researcher used source triangulation and technique triangulation. The results showed that the applied marketing mix and marketing mix analysis were still not in accordance with the Islamic perspective based on the four characteristics of the Prophet Muhammad SAW, namely the aspects of the product, price, and promotion marketing mix that were not appropriate. The marketing mix for the place is in accordance with the Islamic perspective based on the four characteristics of the Prophet Muhammad.

**Keywords: Marketing Strategy, 4P Marketing Mix, Four Traits of Prophet Muhammad SAW**