

**DEVELOPMENT AND ISLAMIC MARKETING STRATEGY OF UMKM
ONION CRACKERS BY MRS. AINUZZUMAROH THROUGH THE
LAZISMU GRESIK EMPOWERMENT PROGRAM**

ABSTRACT

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Poverty in Indonesia occurs due to lack of skills and opportunities to get a better life. The way to overcome poverty is to provide access to education, health, finance, job creation and training. This begins with the existence of a supportive social environment to empower the poor. UMKM empowerment is an effort to help UMKMs to compete in a wider market access, and provide knowledge about product innovation, technology and market access. Competition in the wider market requires a strategy to help its business succeed. The strategy that can be applied is an Islamic marketing mix strategy. Because Islam teaches to do business well and not harm others. This research aims to explain the development and marketing strategies of Islamic UMKMs empowered by LAZISMU Gresik with the theory of Islamic marketing mix. This research uses a qualitative approach and the type of research is field research. Data collection methods used are observation, interviews, and documentation. The results of this research will help UMKMs to continue to advance her business by implementing an Islamic marketing mix and be able to evaluate in developing her business. This research also helps LAZISMU Gresik to find out the development of empowered UMKMs through business development indicators.

Keywords : UMKMs, UMKM development, Islamic Marketing Strategy, Islamic Marketing Mix.