

MARKETING STRATEGY ON D&D FAMILY REFLEXOLOGY MESSAGE SERVICES IN ISLAMIC PERSPECTIVE

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ABSTRACT

The marketing mix is one of the marketing strategies to convey information widely, introduce a product of goods and services, make consumers buy and even create personal preferences for the image of a product. Reflexology is the provision of energy that is inserted into the body to facilitate blood circulation, so that it can avoid disease. D&D Family Reflexology massage service is one of the massage services available at Mall Plaza Surabaya, various models of reflexology have been provided for all consumers. In his business, he must apply the best marketing mix to achieve his business vision and mission. This study uses a qualitative research method with a descriptive approach that describes what is in accordance with the field situation supported by trusted informants. Descriptive qualitative was chosen to find out how the marketing mix (product, price, promotion, and place) that has been done so far has been with the Islamic marketing mix, data collection techniques were carried out by observation, interviews, and documentation. After conducting interviews and combining it with marketing mix theory, it will produce a conclusion, namely the Islamic marketing mix (product, price, promotion, and place) on reflexology charm massage services that are in accordance with the Islamic perspective.

Keywords: Marketing Mix, Reflexology, D&D Family Reflexology