

# ***AZKIYA COLLECTION SHOP MARKETING STRATEGY IN ISLAMIC PERSPECTIVE***

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## ***ABSTRACT***

*The Islamic marketing mix strategy is one of the strategies carried out by producers to expand business networks or introduce business to the general public, both goods and services, where marketing activities are carried out in accordance with Islamic provisions. Azkiya shop is one of the male Muslim clothing businessmen in Gresik City which produces from small to large sizes with various models of Muslim clothing. There are 7 marketing mixes namely product, price, promotion, place, people, physical evidence and process, of course Azkiya Store will carefully apply the 7P concept in its business activities. This study uses a qualitative research method with a descriptive approach. 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 is. By using observation, documentation and interview data collection techniques from informants, it can be concluded that Azkiya Shop has been in the 7P marketing mix according to the Islamic perspective because it applies quality, honesty, and transparency in its business.*

***Keywords: Marketing Mix, 7P (Product, Price, Place, Promotion, Process, People and Physical Evidence), Azkiya' Store***