

# **IMPLEMENTASI MARKETING MIX OF ISTISHNA CONTRACT IN UMKM GRESIK PLAFON GAYA**

*Student Name* : Dicky Amy Ardiansyah  
*Student Identity Number* : 1031810009  
*Supervisor* : Ahmad Dahlan Malik, B.A.(Hons),M.Ec.,CFP®

## **ABSTRACT**

*Business competition requires the company to have a strategy to achieve its goals, one of which is using the concept of the marketing mix (promotion, price, place, product). One of the implementations of the sharia marketing mix can be found in the istishna contract. In general, UMKM apply istishna contracts based on the marketing mix. This research focuses on Ceiling Style SMEs, so the formulation of this research is how to implement the istishna contract marketing mix on Gresik Gaya Plafon UMKM and for the purpose of the research, namely to determine the suitability of the implementation of the istishna contract marketing mix on Gresik Gaya Plafon UMKM. This study uses a qualitative method with a phenomenological approach. The data collection method used was through interviews, observations, and documentation. Credibility test was used to validate this research and also used triangulation of sources, techniques and time. The results of this study are the 4P marketing mix strategy (product, price, place, promotion) which is applied to the istishna contract in the Gresik Gaya Plafon that is in accordance with the pillars and requirements in the Islamic perspective. The results can be seen in terms of the product being in accordance with the specifications ordered by the consumer, the absence of elements of product defects, the appropriate time and place, the absence of consumers who sell products before the order is finished, and there is no exchange of goods. In terms of price, there is also no manipulation, discrimination and also the payment is also in accordance with what was promised and also in the payment there is no element of debt relief. In terms of the location is also strategic and also easily accessible to consumers. In terms of promotion, it is also very clear and easy to understand both from the time of the survey and when in online media.*

**Keywords:** *UMKM, Istishna Contract, Marketing Mix, Gaya Plafon*