

**MARKETING STRATEGY FOR BUSINESS
DEVELOPMENT OF MITRA ABADI '90 ON AN ISLAMIC
PERSPECTIVE**

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ABSTRACT

The right implementation of a marketing strategy can help achieve business goals. Because the level of competition in the business world requires every marketer to be able to carry out marketing activities more effectively and efficiently. Allah SWT told him to prepare his business carefully and following the principles of Islamic sharia so that no party would be harmed. Store "MitraAbadi '90" is a business occupied in the supply of raw material products for the convection and screen printing industry in Tritunggal Village. The purpose of this research is to find out the strategy of Islamic marketing and suitable for the products that will be marketed to consumers. By using a mixed analysis of marketing strategies that have been applied to the store "MitraAbadi '90" regarding products (goods or services), price (product value), place (distribution channels), and promotions (introducing products). And Islamic marketing strategies that are following the characteristics of the Prophet Muhammad in commerce, namely "Siddiq (honest), Amanah (trustworthy), Tabligh (delivery), and Fathanah (intelligent)". Produce an Islamic marketing mix (Sharia marketing mix) that can be applied in the shop business activities "MitraAbadi '90". The results showed that in the application of the Islamic marketing mix, the store "Mitra Abadi '90" was appropriate. From the aspect of marketing of honest (shiddiq) product, the application of a trustworthy price and number of products, the promotion process for its delivery (tabligh) products, and the selection of a strategy for marketing the right product.

Keyword : Marketing Strategy, Islamic Marketing Mix, MSME Development.