

MARKETING STRATEGY OF VILAGE SHOES TAMBAK OSOWILANGUN SURABAYA BASE ON THE PERSPECTIVE OF THE PROPHET MUHAMMAD'S FOUR TRAITS

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ABSTRACT

Marketing strategy is one of the most important to analyze first before running a business, because with the right marketing strategy will make the business more easily known or famous to consumers so that the business develops more, as is the case for the shoes manufacturer in the Tambak Osowilangun area of Surabaya, where many people produce shoes, of course various marketing strategy models have been carried out by them.

Marketing strategy is a social activity in an effort to introduce and offer product to consumers resulting in the exchange of goods for money (Putri, 2019). The marketing strategy used is an Islamic marketing strategy and will be more focused on the Islamic marketing mix. Islamic marketing mix is divided into four parts namely, Product (goods or services), Price (value of a product), Place (distribution channel), and Promotion (introducing product). Of the four things the producers need proper planning before being implemented in their business so that in their endeavors they will be created with various preparations that have become the objectives.

In this study will use a descriptive qualitative research methodology because researchers will draw and photograph a marketing strategy of the Tambak Osowilangun in marketing their products. From this Islamic marketing mix will be analyzed using FAST namely Shiddiq (honest), Amanah (trustworthy), Tabligh (conveying), and Fathona (intelligent). Which are the four characteristics of the prophet Muhammad SAW in doing business that need to be examples of good business.

In this study, it was explained that from the various informants in the marketing strategy that was used was in accordance with the nature of the Prophet Muhammad in business and there are still some that are not in accordance with the nature of the Prophet Muhammad in doing business.

Keyword : FAST (Shiddiq, Amanah, Tabligh dan Fathona), Marketing Strategy, Marketing Mix.