















the place and promotion is a component of access. Marketing mix is intended how to integrate an offer from the company with available access.

This integration process is the key to success of the company's marketing efforts. This model also needs the creation tactic for marketing mix which should be based on the creation of differentiation in terms of content, context, and infrastructure. For sharia companies, for its offers, the product and the price must be based on the values of honesty and fairness in accordance with the principles of sharia. The quality of supplied products must match the offer. So the company is prohibited to hide the defects of the products offered. Whereas in determining the price, the company must give priority to the values of justice. If the quality of its products is good, price can be high, otherwise if the product is not qualified to the quality.

Access components in the form of promotion for sharia companies should describe what is on offer in real terms of products or services of the company. Promotion should not show too much imagination for consumers because it includes fraud and deceit. In determining the places or distribution channels, the company must give priority to areas that correspond with the target market so that it can be effectively and efficiently. The integration process of offers and access should be based on the principles of fairness and honesty.

















implementation of marketing strategies in the LKS micro-finance Muamalahoutlet Nurul Jadid Paiton Probolinggo; second, how does the concept of marketing mix and SWOT analysis can be used as a benchmark variable in order to implement the marketing strategy at LKSmicrofinance Muamalah outlet Nurul Jadid Paiton Probolinggo; Third, how does the impact of the marketing strategy for LKS Nurul Jadid Paiton Probolinggo so far, whetherit is really affect the operations and performance of the LKS-micro finance or not.

These three questions is answered through a qualitative study using primary data collection techniques in-depth interviews and observation. Excavation data is sourced to the informer and social situation of Karanganyar and Paiton through purposive sampling with snowball sampling technique. Along with it, at the time of data collection techniques mentioned above, the analysis of data simultaneously also held.

The process of data analysis by following the cycle data selection, data reduction, data display, and making conclusions. The findings are: First, the development of micro finance institution Nurul Jadid showed a fairly rapid rate of development. This is due to the influence of internal environment (micro) and external environment (macro). Second, the implementation of marketing strategy used STPstrategy (Segmentation, Targeting, Positioning) and Marketing Mix strategy or better known as 4P strategy (Product, Price , Place,





were taken with triangulation technique where the data comes from a variety of existing data sources. Analysis of discovering cultural themes was used to obtain the clear data. Data were collected by interview and documentation.

The results of this study indicate that BMT Maslahah Sidogiri in developing products using these strategy :the first, Association of Sidogiri graduate students where the students become a permanent member of BMT Sidogiri. Secondly, strategies recruitment community leaders, meaning that community leaders in some areas used as permanent members, and also the head or the coordinator of its region, the third strategy is marketing environment (inveronmental marketing), namely the environment as a location for marketing of BMT Maslahah is an environment that has a strategic location and has a network of graduate students and many supporters.the fourth strategies is Sidogiri's networking forum where BMT Maslahah set up a small forum associated with financing activities., fifth strategies is caring society (corporate social responsibility), this strategy means that BMT Maslahah concerns to shape the community activities based on social and religious. The purpose of this study was to determine the clarity of the advantages possessed by BMT Maslahah in improving its products.

The difference with the research that will be conducted by the authorsis a subject of research, which Muamalat Bank branch



Techniques of data analysis in this thesis is descriptive analysis technique with inductive mindset. Descriptive analysis techniques are used to describe clearly about the marketing strategies and the constraints faced by PT. Bank BRI Syariahbranch office Bojonegoro.

The results of this study concluded that the marketing strategy of PT. Bank BRI Syariahbranch office Bojonegoro in marketing financial products to the new potential customers is using the marketing mix; product, price, place and promotion. The number of microfinance clients of PT. Bank BRI Syariahbranch office Bojonegoro approximately 780 microfinance clients. In addition, the constraints faced so many. They are : PT. BankBRI Syariah branch office Bojonegoro is still new, the lack of human resources, the knowledge of society is less on PT. Bank BRI Sharia Syariahbranch office Bojonegoro.

In this study, although it also talks about marketing, but the authors did not attribute microfinance products as one of the variables of the study. The author uses the sharia marketing and the marketing performance scores of Muamalat Bank as research variables. Where the authors will examine whether there is a gap between the existing concepts and practices, and to analyze every dimensions of gap.







