

ABSTRACT

Bacharuddin Abdillah, 2015. The essay. Titled: **“The Implementation of New Wave Marketing on Islamic Banking in facing ASEAN Economy society competition (MEA) (study “BRI Syariah Malang limb”)”**

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Key Word: New Wave Marketing, Competition

Nowadays, Industry of Islamic Banking' competition is tightest where competitors is not only coming from the city but coming from abroad, this case is a demand for executant of Islamic banking industry especially BRI Syariah Malang limb where is in the Malang city, in order be able to compete in complex competition and not to be displaced by the competitors , therefor it needs to do breakthrough subtleties so that can compete in the market in referring to New Wave Marketing Strategy.

The research uses qualitative descriptive method. The data is related to the research to be able to find through the direct observation, informant interview which is related to and documentation. For developing data in order to gets research data validity using triangulation of data namely Marketing Manager, Employee, and Costumers.

The Research resulting adduces that Indonesian society bank branched Malang haven't maximized yet in implementation of New Wave Marketing, this case is caused of some components which is in New Wave Marketing that haven't been done BRI Syariah branched Malang such as *Segmentation Is Communitization, Differentiation Is Codification, Brand Is Character* dan *Proces Is Collaboration*. The obstacles come what haven't done some components is extant relating between branch office to subtleties which getting out by the central leader that can't be inconsiderable changed, that's way it will be worried on disturbing the performance each maid branch office levels to central office. For competition condition of Islamic Banking answering ASEAN Economy Society challenges (MEA) 2015, BRI Syariah branch Malang has effort prepared with some reliable programs and strategic subtleties in giving comfort, safety, discretion and kindness for costumers. Thus superfine service and quality is increased by the competition enhancement for resource within. So the banking management needs to do comprehensive. So that developing banking appreciation through program unification accountability and professionally.