ABSTRACT


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Key Words: Bancassurance Product, Marketing Mix Strategy

In increasing the product, the bank company uses not only the resources inside but also uses the resources outside the company, that is: making a good relationship or cooperation with an assurance which is called Bancassurance. Besides, the bank company has to pay more attention to marketing strategy which has been done effectively, because the way to choose the strategy is the important thing in marketing activity.

The research aims at knowing how to implement the Marketing Mix Strategy and the Effects through Mandiri Syari’ah Bank in Malang by using a qualitative research and descriptive approach. The collecting data of the research is the interview to the marketing manager, customer service, and the customers of Mandiri Syari’ah Bank Company. They were interviewed about the Marketing Mix Strategy which is implemented in Mandiri Syari’ah Bank Company in Malang.

The research findings of the study shows that the Implementation of Marketing Mix Strategy at Mandiri Syari’ah Bank Company, one of the Branch Office in Letjen Sutoyo Street Malang consists of: 1) Product Strategy (creating the trade mark, the package, the marketing target), 2) Price Strategy (dividing the profit interestingly), 3) Placing Strategy (Placing in special segment), 4) Promoting Strategy (holding a talk show, advertisement in newspaper, brochure, exposition/open-table, socialization at campus, making a call to the customers accidently to keep a good relationship), 5) Human Strategy (service and selling skill of the officer), 6) Phisycal Evidence (the form of Strategy), 7) Processing Strategy (the fast system and procedure).