

ABSTRACT

Fawaid, M. Yusron. 2012. Thesis. Title: "Advertisement Implementation of Quiz Rumah Kokoh Semen Gresik Through Printed Media in the PT. Semen Gresik Tbk in Shari'ah Perspective Review"

Advisor : Irmayanti Hasan ST., MM

Keywords : Implementation of Advertising, Print Media, Shari'ah Perspective.

Advertising is one of the tools chosen by producers used to communicate with customers, of course, can provide some information about a product being offered. communication will be lead to put brand in the minds of consumers so that they will eventually buy a product. Advertisement used by PT. Semen Gresik Tbk, one of whom was named Advertisement of Quiz Rumah Kokoh Semen Gresik in pers media, namely in the magazine and daily newspapers. In this activity expected to be done in ways that are not dirty or prohibited by shari'ah. The purpose of this study is to see how the implementation of Advertisement of Quiz Rumah Kokoh Semen Gresik by PT. Semen Gresik Tbk in pers, if review from the shari'ah perspective.

In this study, the researchers used of qualitative descriptive, a research procedures that produce data in written or oral description, by techniques of data collection is using interviews and documentation. Researchers used five informants in the interview, one person from the bureau of marketing communication PT. Semen Gresik Tbk and 4 person are participants on Advertisement of Quiz Rumah Kokoh Semen Gresik.

Based one some aspects that exist in the exposure data, which include the importance of advertising, function, purpose, media, strategy (media selection strategy, the page selection strategy, the strategy of airtime), budget, plot, effects, and constraints, if evaluated according to the shari'ah Advertisement of Quiz Rumah Kokoh Semen Gresik begin until the end of the installation process (making prize for the winner), has been in accordance with the shari'ah perspective, that is honest (shidiq), trust (amanah), communicative (tabligh), and intelligent (fat hanah), which accordance with the key success factors in doing business according to shari'ah. while the present of Advertisement of Quiz Rumah Kokoh Semen Gresik is permissible (mubah), because the present comes from the PT. Semen Gresik Tbk, rather than participants. (According to the MUI fatwa and the PBNU fatwa about SMS prize)