Abstract

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In Observing opportunities, marketing strategy needs to be able to take advantage of opportunities in a fast pace. In this case, Syariah Bank as a new institution that is at the stage of introduction, expected to improve the dissemination and improvement in service to take the opportunity, in this phase, consumers tend to try and compare with existing services at the Syariah Bank themselves. Marketing strategy determines the marketing process, because it has a role to the development the company or institution. Coupled with the rapid flow of information and communication has changed the lifestyle of the community, so that consumers are very keen in choosing the product. The objective of this Research is to describe how mix marketing strategy of bank credit Syariah Bank Bumi Rinjani Batu in increasing the number of customers. How to describe the application of mix marketing of bank credit Bumi Rinjani Batu of Syariah Bank in increasing the number of customers.

In qualitative research, the phenomenon is holistic (can not be separated), so the researcher will not set the research based on variables study, namely product, price and promotion. Describing the product marketing strategy Syariah credit Banks of Bumi Rinjani Batu in increasing the number of customers on products that have been marketed to disclose; Describing and clarify the application of marketing theory which includes the 3P (Product, Price, Promotion). From marketing theory, the researcher is more emphasized the issues related to Syariah credit Bank products Bumi Rinjani Batu City to the number of customers acquired.

Marketing Mix strategies used by PT. BPRS Bumi Rinjani Batu city in increasing the number of customers is doing promotions by: Products offered by PT. Bumi Rinjani Batu (SRB) is made a bid for a favorable outcome for customers. With mild conditions, it is expected to increase the interest of customers and prospective customers to be more interested in the products offered. Prices or benefits offered to customers and prospective customers are very profitable. The advantage obtained by dividing the profit between the PT. SRB Bumi Rinjani Batu with customers and prospective customers