

ABSTRACT

Herlambang, Denis, 2013, Thesis. Title: "Knowledge Building Efforts in Improving Consumer Products Marketing Cooperative Islamic MuhammadiyahJatim Pakis Malang "

Supervisor: Dr. H. Salim Al Idrus, MM.,M.Ag.

Keywords: Consumer Sciences, Syar'i Products, Cooperative

Growth of cooperatives as an institution of Islamic microfinance began its presence in the middle of the competition with conventional financial institutions. And one of the Islamic cooperatives in the city of Muhammadiyah Malang East Java is cooperative. In its marketing strategy to get consumers, using direct marketing (offer of cooperation) to the public and agencies. However the real conditions that occur in the field, including most of the people who choose the cooperative is still predominantly influenced by the Islamic religious emotion not rational based on a good understanding of the products.

The purpose of this study is to describe how the efforts made to build consumer knowledge Cooperative Muhammadiyah in East Java in marketing Islamic Financing Savings and marketing in order to improve its products, and how the implications of the efforts made to build consumer knowledge. This research uses descriptive qualitative method. Data from this study were obtained by interview, observation, and documentation. Development of the validity of the data in this study was done by using triangulation. Triangulation technique used in this study is triangulation and triangulation of data sources.

The results showed that before determining the marketing strategy, Cooperative Muhammadiyah Java perform a variety of analyzes, both internally and externally. After seeing the various considerations underlying it, then set a marketing strategy that includes goals, implementing, messaging, media, audience, time, budget, and evaluation. Cooperative Muhammadiyah in East Java to build consumer knowledge has explained the types of consumer knowledge of product knowledge, knowledge of purchase, and use of knowledge. In accordance with the theory of the concept of consumer knowledge. Cooperative Muhammadiyah Java value proposition apply in an effort to build consumer knowledge. Although Muhammadiyah Cooperative Java using some aspects, but there are aspects that are preferred in order to build consumer knowledge of building knowledge products with the introduction of its products in the form of offers of cooperation.