

ABSTRACT

Rifqi Yulianto, 2014. THESIS. Title: "*The Analysis of Marketing Strategy Based Sharia : Approach Marketing Mix (Studies in Grand Kalpataru Syariah Malang)*"

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The rapid business world, in order to improve services to consumers and demand in certain segments and more manufacturers are now beginning to design their products to conduct business with the Islamic principles. Similarly, the Grand Hotel Kalpataru initially Sharia is based on a conventional hotel, but slowly adapt to the environment so that change management becomes sharia hotel. This is because people now think that the hotel is synonymous with something negative such as binge drinking, drugs, gambling, and prostitution. So by referring to the concept of sharia hotel based sharia is expected to develop the values of existing law, one of which can be done by optimizing the marketing mix marketing sharia.

The purpose of this study was to determine how the marketing strategy developed Islamic Sharia Grand Kalpataru be reviewed through the marketing mix approach. The paradigm of this research is descriptive qualitative research . The research data was obtained by interview and observation .

The results of this study indicate that outlines the marketing mix is made by Grand Kalpataru Sharia by developing Islamic values including religious facilities in each room to facilitate, not to sell alcoholic beverages, flexible pricing, promotion to ethics, service and employee appearance of Islamic, and prohibits couples not muhrim stay in one room to avoid the things that can bring harm. So the marketing mix has been conducted in accordance with the rules of Islamic law and there is no violation of the rules of Islamic law.