

ABSTRAK

Analisis Strategi Pemasaran Dalam Pengembangan Usaha Minimarket Madinatul Qur'an (MQ) Mart Di Tinjau Dari Perspektif Ekonomi Islam

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Minimarket Madinatul Qur'an (MQ) Mart ini berlokasi di pondok pesantren karena berlokasi di pesantren tersebut masyarakat hanya menganggap bahwa minimarket hanya untuk pondok pesantren saja padahal minimarket tersebut bukan hanya untuk santri tetapi juga untuk masyarakat umum. Karena kurangnya promosi sehingga masyarakat belum memanfaatkan adanya minimarket tersebut. Maka dari itu tujuan penelitian ini adalah untuk mengetahui bagaimana strategi pemasaran yang digunakan dalam pengembangan usaha minimarket Madinatul Qur'an (MQ) Mart dalam perspektif ekonomi Islam serta bagaimana keputusan masyarakat terhadap minat belanja di minimarket Madinatul Qur'an (MQ) Mart.

Jenis penelitian yang digunakan dalam skripsi ini adalah penelitian kualitatif dengan menggunakan sumber data primer dan sekunder dengan jumlah narasumber sebanyak 15 orang, selanjutnya data disajikan dengan teks yang bersifat naratif.

Hasil penelitian ini menunjukkan bahwa minimarket Madinatul Qur'an (MQ) Mart sudah menjalankan strategi pemasaran yang cukup baik dalam mengembangkan usaha. Minimarket Madinatul Qur'an (MQ) Mart menggunakan strategi bauran pemasaran 4P, di antaranya produk, harga, tempat atau saluran distribusi serta promosi. Adapun strategi pemasaran yang digunakan minimarket Madinatul Qur'an (MQ) Mart dalam mengembangkan usahanya yaitu dengan melakukan kegiatan promosi seperti potongan harga, penempatan posisi produk, promosi melalui media sosial, serta mengutamakan pelayanan yang terbaik kepada konsumen. Yang menjadi alasan konsumen melakukan keputusan pembelian di minimarket Madinatul Qur'an (MQ) Mart adalah karena produk yang ada lebih lengkap, harga jual yang terjangkau serta fasilitas yang memadai. Namun dari segi promosi yang di tawarkan harus menjadi bahan evaluasi bagi pihak minimarket Madinatul Qur'an (MQ) Mart agar lebih memperhatikan variabel tersebut. Penempatan pada sistem pemasaran Islam di minimarket Madinatul Qur'an (MQ) Mart dalam mengembangkan usaha sudah sesuai dengan pemasaran Islam yang mengedepankan unsur ibadah dan muamalah dalam aturan Islamnya.

Kata Kunci: Minimarket Madinatul Qur'an (MQ) Mart, Strategi Pemasaran, pengembangan usaha.

ABSTRACT

Analysis of Marketing Strategy in the Development of Madinatul Qur'an (MQ) Mart Minimarket Business in Review from an Islamic Economic Perspective

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The Madinatul Qur'an (MQ) Mart minimarket is located at the Islamic boarding school because it is located at the Islamic boarding school. People only think that the minimarket is only for Islamic boarding schools, even though the minimarket is not only for Islamic boarding school students but also for the general public. Due to the lack of promotion, people have not taken advantage of the minimarket. Therefore, the aim of this research is to find out what marketing strategies are used in developing the Madinatul Qur'an (MQ) Mart minimarket business from an Islamic economic perspective and what people's decisions are regarding their interest in shopping at the Madinatul Qur'an (MQ) Mart minimarket.

The type of research used in this thesis is qualitative research using primary and secondary data sources with a total of 15 informants, then the data is presented in narrative text.

The results of this research indicate that the Madinatul Qur'an (MQ) Mart minimarket has implemented a fairly good marketing strategy in developing its business. Madinatul Qur'an (MQ) Mart minimarket uses a 4P marketing mix strategy, including product, price, place or distribution channel and promotion. The marketing strategy used by Madinatul Qur'an (MQ) Mart minimarket in developing its business is by carrying out promotional activities such as price cuts, product positioning, promotion via social media, and prioritizing the best service to consumers. The reason why consumers make purchasing decisions at the Madinatul Qur'an (MQ) Mart minimarket is because the products available are more complete, the selling prices are affordable and the facilities are adequate. However, in terms of the promotions offered, it must be used as evaluation material for the Madinatul Qur'an (MQ) Mart minimarket to pay more attention to these variables. The placement of the Islamic marketing system in the Madinatul Qur'an (MQ) Mart minimarket in developing the business is in accordance with Islamic marketing which prioritizes the elements of worship and muamalah in its Islamic rules.

Keywords: Minimarket Madinatul Qur'an (MQ) Mart, Marketing Strategy, business development.