

ABSTRAK

Marketing Mix merupakan suatu kombinasi dari elemen elemen pemasaran yang bertujuan untuk mencapai suatu target bisnis. Dalam *marketing mix* elemen yang diperhatikan berupa produk, harga, promosi, tempat/distribusi, orang, proses dan buktinya fisik atau dikenal sebagai 7P. Penelitian ini membahas bagaimana implementasi strategi pemasaran *marketing mix* 7P pada usaha *catering* Mamakia Kitchen dan kajiannya dalam perspektif ekonomi syariah. Pendekatan yang digunakan dalam penelitian ini adalah kualitatif-deskriptif dengan jenis penelitian *field research* dan menggunakan sumber data primer. Teknik pengumpulan data dilakukan dengan observasi dan wawancara pada *owner*, 6 konsumen, 2 narasumber ahli di bidang yang relevan serta tetangga dan masyarakat berpenghasilan rendah. Teknik pengolahan data melewati tahap pemeriksaan data, klasifikasi, verifikasi, kesimpulan. Teknik analisis data dilakukan dengan pengumpulan data, reduksi data, penyajian data dan kesimpulan.

Hasil dari penelitian yang dilakukan menunjukkan bahwa, strategi pemasaran 7P yang dilakukan Mamakia Kitchen sudah efektif namun masih ada beberapa hal yang perlu diperhatikan, seperti: dari sisi produk, menawarkan desain yang menarik, namun masih terdapat inkonsistensi pada kualitasnya. Dari sisi harga, sudah sepadan, namun kurang menjangkau masyarakat menengah ke bawah. Dari sisi *place*, sudah baik namun kurang visibilitas. Dari sisi promosi, sudah menggunakan logo dan media sosial namun masih terbatas. Dari sisi *people*, sudah ramah-tamah, namun belum pernah mengikuti pelatihan. Dari sisi *process* meliputi prosedur, mekanisme dan aliran kegiatan yang sudah teratur. Terakhir, dari sisi *physical evidence* belum terdapat ciri khas yang mewakili. Selanjutnya, dalam kajian Ekonomi Islam, terdapat elemen yang sudah memenuhi dan elemen yang belum memenuhi syariat Islam, seperti; Dari sisi *product*, sudah memenuhi sebagian besar prinsip produk Al-Ukhuwah, namun tidak ada sertifikasi halal yang memastikan kehalalan produk. Dari segi *price*, sudah adil dan sepadan sesuai syariat Islam menurut Ibnu Taymiyah, namun harga tersebut belum menjangkau semua lapisan masyarakat. Dari segi *place*, sudah sesuai syariat Islam dengan tidak ada penundaan distribusi dan lokasi-nya tidak mengganggu ibadah. Dari segi *promotion*, sudah sesuai syariat Islam, di mana tidak menipu dan sudah benar-benarnya. Dari sisi *people*, sesuai syariat Islam, yang di mana harus bersikap jujur dan amanah. Dari sisi *process* sudah sesuai syariat Islam seperti tidak mengganggu masyarakat dan merusak lingkungan. Penerapan *physical evidence* masih belum sesuai syariat Islam, di mana belum ada label halal dan interior tidak bernuansa Islam. Namun kebersihan yang merupakan syariat Islam sudah dijaga oleh *Owner*.

Kata Kunci : Bauran Pemasaran, *Catering*, Ekonomi Syariah, Implementasi.

ABSTRACT

Marketing Mix is a combination of marketing elements that aim to achieve a business target. In the marketing mix, the elements that are considered are product, price, promotion, place/distribution, people, process and physical book or known as 7P. This research discusses how the implementation of the 7P marketing mix marketing strategy in the Mamakia Kitchen catering business and its study in a sharia economic perspective. The approach used in this research is qualitative-descriptive with the type of field research and using primary data sources. Data collection techniques were carried out by observation and interviews with the owner, 6 consumers, 2 expert sources in relevant fields as well as neighbors and low-income communities. Data processing techniques pass through the stages of data inspection, classification, verification, conclusions. Data analysis techniques are carried out by collecting data, reducing data, presenting data and conclusions.

The results of the research conducted show that, the 7P marketing strategy carried out by Mamakia Kitchen is effective but there are still several things that need attention, such as: in terms of products, offering attractive designs, but there are still inconsistencies in quality. In terms of price, it is commensurate, but it does not reach the lower middle class. In terms of place, it is good but lacks visibility. In terms of promotion, they have used logos and social media but are still limited. In terms of people, they are friendly, but have never participated in training. From the process side, it includes procedures, mechanisms and the flow of activities that are already organized. Finally, in terms of physical evidence, there is no characteristic that represents. Furthermore, in the study of Islamic Economics, there are elements that have met and elements that have not met Islamic law, such as; In terms of product, it has fulfilled most of the principles of Al-Ukhuwah products, but there is no halal certification that ensures the halalness of the product. In terms of price, it is fair and commensurate according to Islamic law according to Ibn Taymiah, but the price has not reached all levels of society. In terms of place, it is in accordance with Islamic law with no delays in distribution and the location does not interfere with worship. In terms of promotion, it is in accordance with Islamic law, where it does not deceive and is truthful. In terms of people, in accordance with Islamic law, which must be honest and trustworthy. In terms of process, it is in accordance with Islamic law, such as not disturbing the community and damaging the environment. The application of physical evidence is still not in accordance with Islamic law, where there is no halal label and the interior does not have Islamic nuances. However, cleanliness which is an Islamic law has been maintained by the Owner.

Keywords: *Marketing Mix, Catering, Sharia Economics, Implementation.*