

ABSTRACT

Tanti Suryati, 2023, Sharia Marketing Mix Analysis at Bani Ali Mukhtar Perfume Refill in Manonjaya.

In entrepreneurship, of course, there are several indicators of an entrepreneur caused by several things, such as performance and perseverance, an all out mental attitude, innovative and creative. In entrepreneurship, of course, it will not come alone, but entrepreneurs must be able to determine an opportunity, opportunities can come from inspiration, ideas, or opportunities that arise to be used either for daily needs or for business needs so that in analyzing opportunities, you must be able to read the situation. so that we can benefit. The purpose of this study was to determine the sharia marketing mix at Bani Ali Mukhtar Refil Perfume Manonjaya.

The method used is descriptive qualitative method. Primary data sources with data collection techniques through interviews and documentation. Sampling in this study came from 1 owner, 2 employees and 1 consumer. The data analysis technique in this study used interviews with 18 questions to the owner, 9 questions to consumers and 10 questions to 2 employees, which contained the sharia marketing mix strategy at Bani Ali Mukhtar Refil Perfume Manonjaya.

With the results of interview observations/interviews with owners, consumers and employees, that product marketing strategies can be offered properly to consumers in the form of goods or services to meet the needs and desires of consumers or their users. Then the price marketing strategy used at the BAM Perfume Shop is to take a 10% profit from the cost of goods sold and other additional costs. Even the BAM Perfume Shop can be considered a strategic place and easy to find. And promotions that are implemented at the BAM Perfume Shop such as making banners, placing advertisements, brochures and posting to social media.

Keywords: Islamic Marketing Mix, price, product, promotion, place.