

FINAL REPORT
MARKETING STRATEGY OF BMT MITRA USAHA INSANI
YOGYAKARTA

Presented as Partial Fulfillment of the Requirements to Obtain an Ahli Madya in
English



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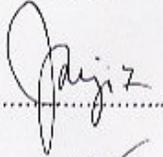
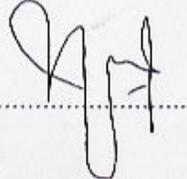
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APPROVAL PAGE

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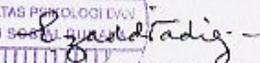
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Stating that the scientific work is the result of my own work. Throughout my knowledge contains no material written by others or have been used as a requirement of completion of studies at other colleges except certain parts that I took as a reference.

If this statement is not true, it would entirely be my responsibility.

Yogyakarta, 15 – 11 - 2011

The write

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ABSTRACT

BMT is an Islamic micro financial institution operating under the principles of shariah. BMT Mitra Usaha Insani is one of the Islamic micro finance institutions that continues to exist and to grow in Yogyakarta. The research was conducted to find out the marketing strategy of BMT Mitra Usaha Insani Yogyakarta applied. The reason why the investigation done was because the marketing strategies of BMT Mitra Usaha Insani Yogyakarta were showing the development. In addition, the age of BMT Mitra Usaha Insani has relatively been old 16 years. During those periods BMT Mitra Usaha Insani has an extensive cooperation networking in the Special Province of Yogyakarta and an increasing number of members. Until the end of 2010, the number of members has reached 1.764 and they have been experiencing significant improvement at BMT Mitra Usaha Insani. Based on the above reasons, researcher assumes the marketing strategies at BMT Mitra Usaha Insani are excellent. Therefore, this report is intended to figure out marketing strategies done by BMT Mitra Usaha Insani Yogyakarta.

The theory of strategy marketing that the writer used in this paper is the concept of 7P's of marketing mix theory from Kotler, Bloom and Bitner. These concepts of 7P's of marketing mix are product, price, place, promotion, process, people, and physical evidence.

The method used in this report is field study by doing interview and documentation. Results of research on how the marketing strategy of BMT Mitra Usaha Insani are covered by the concept of 7P's with shariah values - based. This strategy is applied in all marketing activities including micro enterprises, schools, restaurants, mosques, and small & medium enterprises. By applying this strategy BMT Mitra Usaha Insani maximizes the potential that exists to build an extensive business collaboration and to continue to serve sustainable solutions and mutual benefits to all parties.

Keywords: Marketing Strategy, Concept 7P's of Marketing Mix Theory,

BMT Mitra Usaha Insani.

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