

ABSTRACT

Mohammad Zein Tamami Azhar. 2023. *Analysis of Sharia Marketing Strategy at Peci Manis Companies in Langonsari Village, Pameungpeuk District, Bandung Regency*

Business is one of the main components in the muamalah system, Islam recommends its adherents to pursue this field professionally. Islamic marketing is a strategic discipline that directs the process of creating, offering and changing values from an initiator to its stakeholders, which in the entire process is in accordance with Islamic agreements and principles and muamalah in Islam. The aim of this research is to analyze the sharia marketing strategy carried out by the Peci Manis company in Langonsari Village, Pameungpeuk District, Bandung Regency.

This research study uses qualitative research methods. The data source in this research is primary data through interviews with owners, co-owners, employees and consumers at the Peci Manis company, Langonsari Village, Pameungpeuk District, Bandung Regency, then secondary data is obtained through books, journals, articles from the internet, and collecting data- data and documents at the Peci Manis company, Langonsari Village, Pameungpeuk District, Bandung Regency related to the research discussion. The data collection techniques used were observation, interviews and documentation.

The research results show that the Peci Manis company has implemented a marketing mix strategy quite well and the marketing characteristics carried out are in accordance with religious teachings, and in the marketing process there are no elements that deviate from Islamic law.

The Peci Manis Company, Langonsari Village, Pameungpeuk District, Bandung Regency, is expected to be able to perfect its marketing mix activities, especially regarding online and offline promotions in order to answer the challenges of the 4.0 era, of course still in accordance with the provisions and principles of sharia.

Keyword: *Islamic marketing, marketing mix, marketing characteristic*