

Marketing Strategy of Sharia Pawn Products in Attracting Customer Interest

Mujibno¹, Sasi Rohmah Awalia*²

^{1,2}Institut Dirosat Islamiyah Al-amien Prenduan (IDIA), Dunglaok, Pragaan, East Java, Indonesia
*sasirohmahawalia@gmail.com

Received: 2022-August-11

Rev. Req: 2022-October-09

Accepted: 2022-November-18



10.54956/eksyar.v9i2.348

How to cite this paper: Mujibno & Awalia, S.R. (2022). Marketing Strategy of Sharia Pawn Products in Attracting Customer Interest. *EKSYPAR : Jurnal Ekonomi Syari'ah & Bisnis Islam (e-Journal)*, 9(2), 93-101. <https://doi.org/10.54956/eksyar.v9i2.348>

This is an Open Access article distributed under the terms of the Creative Commons Attribution 4.0 International license (<https://creativecommons.org/licenses/by/4.0/>)

ABSTRACT: *The marketing strategy between sharia and conventional is very different in the process, but has the same goal, namely how to increase the number of customers. This study aims to determine the marketing strategy of sharia pawn products in attracting customers at the BMT Nu Pragaan Sumenep branch. This study uses qualitative methods, namely case studies and using techniques of observation, interviews, and documentation. The results of this study indicate that the marketing strategy for rahn products implemented by the BMT NU Pragaan Branch uses face-to-face communication via online, grebek pasar / field trips, supporting factors or facilities that assist managers in conducting marketing at BMT NU Pragaan Branch are Brochures and Website The official website contains complete information about all the products available at BMT NU. Marketing constraints for BMT NU Pragaan Sumenep branch in attracting customer interest, namely the number of competitors/competitors, but this does not affect customer interest because the number of customers continues to increase every year.*

Strategi pemasaran antara syariah dan konvensional tentunya sangat berbeda jauh didalam prosesnya, akan tetapi mempunyai tujuan yang sama yakni bagaimana meningkatkan jumlah nasabah. Penelitian ini bertujuan untuk mengetahui strategi pemasaran produk gadai syariah dalam menarik minat nasabah di bmt nu cabang pragaan sumenep. Dalam penelitian ini menggunakan metode kualitatif yaitu studi kasus dan menggunakan teknik observasi, wawancara, dokumentasi. Hasil penelitian ini menunjukkan Strategi pemasaran produk *rahn* yang diterapkan oleh BMT NU Cabang Pragaan menggunakan komunikasi face to face, via online, grebek pasar/terjun lapangan, Faktor pendukung ataupun sarana yang membantu pengelola dalam melakukan pemasaran Di BMT NU Cabang Pragaan adalah: Brosur dan Website resmi yang berisi keterangan lengkap tentang semua produk yang ada di BMT NU. Kendala-kendala pemasaran BMT NU cabang Pragaan Sumenep dalam menarik minat nasabah yaitu banyaknya competitor/pesaing tetapi tidak berpengaruh terhadap minat nasabah karena jumlah nasabah setiap tahunnya terus meningkat.

Keywords: *Marketing Strategy, Sharia Pawn, Customer Interest.*

I. INTRODUCTION

The rapid development of the business world encourages every company to anticipate it with a strategy to face competition to survive in the market. Companies engaged in the service sector must be able to provide quality marketing strategies so as not to lose customers in the long run (Muslim, Purnandi, Hazna, Atmaja, & Putra, 2021). The quality of the marketing strategy is seen as one of the components that the company must realize because it affects bringing in new customers and can reduce the possibility of old customers moving to other companies (Manalu, 2013). The marketing strategy implemented by BMTNU Pragaan Branch will impact customer interest. Customers interested in the marketing carried out by BMT NU Branch Pragaan will indirectly influence the interests of other customers in making their choices in using the products and services that BMTNU Branch Pragaan.

BMT NU carries out fundraising activities by the community, distributes funds to the community and provides services in carrying out its functions as a non-bank financial institution. The economic goals of BMT NU consist of two things. First, provide easy access to the economy for the lower middle class regarding the need for funds. Second, encourage the participation of central to lower-class community economic institutions. In general, the community can easily participate in building a financial institution. Mass community involvement in saving funds at BMT NU will create a new culture for them and, at the same time, contribute to the rise of sharia-based economic institutions (Hamzah, 2020).

According to the KBBI book, marketing strategy is a strategy or human thought process for achieving a planned goal (Toha, 2021). The marketing strategy between sharia and conventional is very different in the process but has the same purpose, namely how to increase the number of customers (Jabani & Chodijah, 2018). The marketing process aims to satisfy its consumers. The primary key to achieving this goal is to understand the needs (demands) and needs (desires) of the target market so that it can provide satisfaction to consumers more effectively and efficiently where degrees begin to determine conditions, understand needs call or respond to consumer needs so that companies can benefit (Mardia dkk., 2021);(Amiruddin K, 2021).

The *rahn* contract is interpreted as a debt agreement by guaranteeing goods or by holding *Rahin's* valuables as collateral for the debt (Surahman & Adam, 2017). The pawned item can be returned to the person who owes it if the debt has been paid off (Ramdhani, 2019). And the *rahn* contract aims so that the party who owes can be trusted by the party giving the debt. Care and storage of pawned goods is essentially an obligation of the party who pawned them (*rahn*), but it can also be carried out by the party receiving the pawned goods (*murtahin*), but the cost of maintaining and storing them must be borne by the debtor (*rahin*). And the amount of the fee (*ujrah*) cannot be determined based on the loan size (Susilo, 2017).

The BMT NU Pragaan branch does not prioritize giving interest from pawned goods. Even though there is no interest in the transaction, the BMT NU Pragaan branch still benefits

and has been regulated by the National Sharia Council by setting maintenance costs for items that need to be pawned. The fee is calculated from the object's value and not from the loan amount. People generally do not know/understand marketing and see marketing as a sale. In the marketing process, this can be applied not only to goods and services but also to everything that can be marketed, for example, ideas, events, organizations, places and personalities. However, it is essential to emphasize this form of marketing begins with a product or offer but with the search for market opportunities (Hendra dkk, 1997).

BMT NU is a Sharia-based Financing Savings and Loans Cooperative that has been established since 2004 until now. It already has 58 branches spread across various districts in East Java. BMT NU was born by a director of MWC Nahdlatul Ulama Gapura for the condition of the people of Sumenep. They are generally depressed due to the rampant practice of moneylenders with an average interest of above 50% per month, which can kill their businesses and make them challenging to develop.

BMT NU has three products: financing, savings, and service. For each product, there are various choices in savings products. There are eight types of savings product choices that we can choose from, namely, SIDIK FATHONAH (education savings), SIAGA (Member Savings), SAJADAH (Wadī'ah Savings with Prizes), TABAH (Mudārabah Savings), TARAWI (Ukhrawi Savings), SIBERKAH (Mudārabah Savings), SAHARA (Hajj and Umrah Savings), SABAR (Eid Savings). In comparison, in financing products, there are three types of financing products, namely Murābahah Financing, AL Qarḍul Hasan Financing, and Bai' Bitsamanil Ajil and Mudārabah and Mushārahah Financing, and the last is a service product that serves money transfers between banks and BPJS payment services, PLN bills, Credit ETC.

Of the three business products offered by the Pragaan branch of BMT NU, the product most in demand by the number two partners of the Pragaan chapter of BMT NU is financing with a *rahn*/mortgage contract. The development of the number of partners increasing yearly in *rahn*/pawn financing products is evident from the data obtained. From 2018 to 2021, *rahn* customers have consistently increased every year, 2018 with 1,367 customers, 2019 with 1,448 customers, 2020 with 1,542 customers and 2021 with 1,636 customers (Arifin, 2022).

This research includes development research, and development in terms of marketing strategies as described above in this study. Researchers want to determine whether marketing strategies interest the community in choosing *rahn* products at the BMT NU Pragaan branch. The researcher is interested in conducting research titled "Marketing Strategy for Sharia Pawn Products in Attracting Customers' Interest".

II. METHOD

The method used in this research is the case study method. In the type of qualitative research, namely research that aims to understand social reality, namely seeing the world as it is, not the world as it should be, a qualitative researcher must be open-minded (Mamik, 2014). Data collection techniques adapted to the type of research. And it was collecting data using interviews, observation and documentation (Misno, 2018).

Data analysis techniques were carried out in three stages, namely data reduction, data presentation and conclusions or data verification (Ikhwan, 2021).

III. RESULT AND DISCUSSION

Marketing Strategy for Sharia Pawn Products in Attracting Customers' Interest

According to Philip Kotler, marketing strategy is a marketing mindset that will be used to achieve its marketing goals. Based on the results of the researcher's interview with the informant, the marketing strategy for BMT NU Pragaan Branch is as follows:

1. Face-to-face communication

According to Devito face to face communication is the process of sending and receiving messages between two people or between a group of people, with some effects and instant feedback. Face-to-face communication is considered very effective in changing the behaviour of others (Ritonga, 2017).

One of the marketing strategies implemented at the BMT NU Pragaan Branch is by communicating directly with customers by marketing the products of the BMT NU Pragaan Branch and explaining the products one by one to customers, and informing the benefits of the product the customer has chosen. If a customer has something they don't understand about a particular product, the customer can directly ask the BMT NU Pragaan Branch manager, who explains.

2. Online Marketing

According to Kotler and Armstrong, internet marketing is an attempt to market service products and build customer relationships via the internet (Dewi & Warmika, 2017). Via Online is one of the marketing strategies to increase customers at the BMT NU Pragaan Branch so that it makes it easier for customers without the need to come to the BMT NU branch office. Make it easy for customers to get complete information via the BMT NU website and can also communicate easily using WhatsApp, Facebook, and Instagram. Make it easy for BMT NU Pragaan Branch to promote their products.

3. Grebek pasar / jump field

Personal selling is direct communication (face-to-face) between the seller and potential customers to introduce a product to potential customers and build an understanding of the product so that they will then try to buy it (Tjiptono, 2000). The BMT NU Pragaan Branch also implemented a field marketing strategy in which some BMT NU managers promoted their products by distributing brochures to the surrounding Pragaan community. That way, customers can find information about developments at the BMT NU Pragaan Branch.

The company's success in achieving its business goals depends on an ability to carry out marketing as an essential department because the business function is a direct relationship with customers. Marketing is more than just one department within a company; it requires an orderly and insightful process for thinking about market planning (Dharmmesta, 2014).

The marketing strategy is a comprehensive, integrated plan in the field of marketing, which guides the activities to be implemented to achieve a company's marketing

objectives (Assauri, 2013). In implementing a marketing strategy, it is necessary to understand or know customers' needs. The needs of each customer are different, but certain groups have the exact requirements. The company first needs to make observations to determine the behaviour and character of consumers to find opportunities for what customers want.

Companies need to have business strategies to maintain the industry's development and continuity. With a good marketing strategy, it will be easier for companies or institutions to compete and survive with other companies. Therefore, the marketing strategy is no less important and must be implemented as well as possible and carefully considered to attract customers' interest in the BMT NU Pragaan Branch products, which are based on sharia-based savings and loan cooperatives.

The existence of marketing within the company will be able to introduce products that are promoted more broadly to the public, either through electronic media or other means. Of course, this can attract customers to use these products. A company's success in achieving its goals and objectives is strongly influenced by its ability to market its products. The company's goal to be able to guarantee its survival, develop and compete is only possible if the company can sell its products at favourable prices at the expected quantity level and overcome challenges from competitors in marketing (Assauri, 2013).

BMT NU Pragaan Branch analyzed to see from the results of interviews conducted by researchers the marketing strategy carried out led to a marketing mix strategy. By implementing a marketing strategy that had been prepared to attract customer interest. The marketing mix can be interpreted as a complementary combination of marketing tools that the company can control as part of efforts to achieve goals in the target market. This marketing mix includes product strategy, price strategy, place strategy, and promotion strategy. Service companies, including sharia pawnshops usually use the marketing mix, to market their sharia-based products.

1. Product Strategy

A product is produced by a company with potential value for the target market and provides benefits and satisfaction in the form of ideas, ideas, objects, services, places or organizations. Where products are tangible or intangible goods offered to consumers to meet consumer needs. Products broadly include goods and services consumed by consumers (Wirapraja, 2021).

The BMT NU Pragaan Branch carried out a strategy by introducing all the products in the BMT NU Pragaan Branch, namely sharia rahn/pawn financing products using collateral in the form of gold, BPKB, certificates, electronic goods in the form of cellphones and laptops, etc. The product strategy implemented by BMT NU Pragaan Branch is expected to attract customers' interest because customers can currently choose sharia rahn/pawn financing products as an alternative when they need fast funds.

2. Venue Strategy

Location is also included in the strategy to attract community interest. The location determination by BMT NU Pragaan Branch was highly considered because of its strategic location on the Sumenep-Pamekasan highway, precisely in Pakamban Laok Village, Pragaan District, Sumenep Regency. Easy to reach using transportation, located on the

edge of the main road that can be seen by people passing by, a large parking area is provided, and safety is guaranteed. Even though there were other financial institution units, this did not impact the Pragaan Branch of BMT NU much. Because of course, there are differences.

3. Pricing Strategy

Price is one of the critical factors for the company, so the company should carefully consider every decision regarding the price issue because a mistake in thinking the price will affect the company's sales volume. To successfully market a product or service, every company must set the right price. The right price is the price that matches the product quality of an item, and this price can provide satisfaction to consumers (Mardia dkk., 2021).

The price given by the Pragaan Branch of BMT NU can also be said to be cheap. For example, when people want to join as BMT NU customers, people only need to pay an administration fee of Rp. 10,000 only. The management of the BMT NU has considered this price because the people in Pragaan work as traders and farmers on average, so it is only natural that they would be interested in joining if the price set by the BMT NU is very cheap.

Pricing of sharia pawn financing products at BMT NU Pragaan Branch, namely the sharia system, by only paying a deposit of goods/*ujroh* contract of Rp. 6 for every multiple of Rp. 10,000, the price of the goods, and the estimated costs are the owner's responsibility. The maximum loan value is 80% of the price of the goods, not based on the price of the goods and *ujroh* is calculated per day, not a period.

For example, based on the estimated value made on that day, it is known that the price of gold is Rp. 2,000,000. Then the loan that can be given is $\text{IDR } 2,000,000 \times 92\% = \text{IDR } 1,840,000$. If, after 20 days, the gold is redeemed, then the owner of the goods is obliged to pay the loan principal.

4. Promotion Strategy

Managing promotions is organizing activities to introduce products to prospective customers. These activities include product publicity, salespeople, advertisements, and promotional sales, which must be supported by work tools, work methods, and information according to needs (Rivai & Prawironegoro, 2015).

Promotions carried out by BMT NU Pragaan Branch in marketing *Rahn/sharia* pawn financing products are face to face, giving brochures to associations such as Muslim women, to institutions, not students but mothers, and also advertising, namely promotions that are carried out in the form of pictures or words contained in brochures, banners or souvenirs such as calendars. It is hoped that the public can see this promotion strategy to increase customer interest in sharia pawn products offered by BMT NU Pragaan Branch.

And for the marketing to run, the BMT NU Pragaan Branch management has supporting factors that assist managers in conducting marketing. Factors that support the BMT NU Pragaan Branch in achieving marketing include:

- a. Brochures that contain complete information about all the products available at the BMT NU Pragaan Branch. By distributing brochures to the public when conducting

outreach, it will make it easier for them to know more about BMT NU Pragaan Branch.

- b. The official website also contains the history of BMT NU and the development of BMT NU from year to year, making it easier for us to find the information we need about BMT. Products are already on the BMT NU website.

Marketing Constraints In Attracting Customer Interests

The many competitors are the marketing constraints of BMT NU Pragaan Branch in attracting customer interest. Around BMT NU many financial institutions have *rahn* products, which is an obstacle for BMT NU Pragaan Branch in getting customers. In competition, we know the term "competitor", companies that produce or sell goods and services that are similar to the products we offer. A company's competitors can be categorized as strong competitors, weak competitors, or some close competitors who have the same product or similar products (Kasmir, 2012).

BMT NU Pragaan Branch has marketing constraints in attracting customer interest, namely the number of competitors/competitors. However, these obstacles cannot be an obstacle for BMT NU Pragaan Branch in attracting customer interest.

By the explanation above, BMT NU carries various marketing types. It can be seen that the management of BMT NU has carried out *fathanah* (creative) innovation. Not only innovative, but delivery in marketing must also be excellent or *tabligh* (communicative). A marketer must be creative to be able to find ways that are different from competitors. To get as many customers as possible, with conditions of increasingly fierce competition between institutions or companies, especially other sharia-based financial institutions.

Every company will carry out marketing activities, including financial institutions, both banks and non-banks, such as the BMT NU Pragaan Branch. Marketing is an essential thing for all companies to do so that the company can run and be able to develop as desired. Marketing cannot always run as smoothly as it should. Sometimes there are several obstacles in marketing the products or services issued by the Pragaan Branch of BMT NU. If these obstacles are not appropriately resolved, they will have an impact on the growth of the business activity itself.

The success of a company in achieving its goals is strongly influenced by the ability of the company itself to market its products. The company's goal to develop and compete is only possible if the company can sell its products at favourable prices at the expected quantity level and can overcome challenges from competitors in marketing.

IV. CONCLUSION

The researcher concludes the analysis results using research data from interviews, observations, and document collection. The marketing strategy for *rahn* products implemented by the BMT NU Pragaan Branch uses face-to-face communication via online, grebek pasar / field trips. Supporting factors or facilities that assist managers in marketing At BMT NU Pragaan Branch are Brochures and official websites containing complete information about all the products in BMT NU. The marketing constraints of

the BMT NU Pragaan Sumenep branch in attracting customer interest, namely the number of competitors/competitors, but this does not affect customer interest because the number of customers continues to increase every year.

V. REFERENCES

- [1] Amiruddin K. (2021). Strategi Pemasaran Multi Level Syariah PT. Ahadnet Indonesia dan Multi Level Konvensional PT. DXN Indonesia Cabang Makassar. *Al-Mashrafiyah (Jurnal Ekonomi, Keuangan Dan Perbankan Syariah)*, 5(2), 85–98.
- [2] Arifin. (2022). *Interview with the Head of the BMT NU Pragaan Sumenep Branch*.
- [3] Assauri, S. (2013). *Manajemen Pemasaran : Dasar, konsep & Strategi*. Jakarta: Raja Grafindo Persada.
- [4] Dewi, N. N. K. A., & Warmika, I. G. K. (2017). Pengaruh Internet Marketing, Brand Awareness Dan EOM Communication Terhadap Keputusan Pembelian Produk SPA Bali Alus, 6(10), 5587.
- [5] Dharmmesta, B. S. (2014). *Manajemen Pemasaran*. Yogyakarta: BPFE.
- [6] Hamzah. (2020). *Hamzah, Keuangan Islam: Prinsip Operasional Lembaga Keuangan*. Sleman: CV. Jivaloka Mahacipta.
- [7] Hendra dkk. (1997). *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi dan Kontrol*. Jakarta: PT Prenhallindo.
- [8] Ikhwan, A. (2021). *Metode Penelitian Dasar (Menenal Model Penelitian dan Sistemikanya)*. Tulungagung: STAI Muhammadiyah Tulungagung.
- [9] Jabani, M., & Chodijah, S. (2018). Strategi Pemasaran Produk Gadai Syariah (Rahn) Dalam Upaya Menarik Minat Nasabah Pada Bank Syariah Mandiri Kota Palopo, 1(1), 26.
- [10] Kasmir. (2012). *Kewirausahaan*. Jakarta: PT. Raja Grafindo Persada.
- [11] Mamik. (2014). *Metodologi Kualitatif*. Sidoarjo: Zifatama Publisher.
- [12] Manalu, H. M. (2013). Peranan Teknologi Informasi Dalam Perkembangan Dunia Bisnis di Indonesia. *TelKa*, 5(2).
- [13] Mardia dkk. (2021). *Strategi Pemasaran*. Yayasan Kita Menulis.
- [14] Misno, A. (2018). *Metode Penelitian Muamalah*. Jakarta: Salemba Diniyah.
- [15] Muslim, I. A., Purnandi, H., Hazna, C. R., Atmaja, S. A., & Putra, I. E. (2021). Penggunaan Sistem E-Commerce Dalam Meningkatkan Daya Saing Pelaku Bisnis dalam Perkembangan Dunia Usaha Studi Kasus Aplikasi Onlineshop Tokomobile. *JATISI (Jurnal Teknik Informatika Dan Sistem Informasi)*, 8(3).
- [16] Ramdhani, D. (2019). *Ekonomi Islam Akutansi Dan Perbankan Syariah (Filosofis Dan Praktis Di Indonesia Dan Dunia)*. Boyolali: CV. MARKUMI.
- [17] Ritonga, yaira A. (2017). Analisis Tokoh (Najwa Shihab) Berdasarkan Teori Komunikasi Antarpribadi, 3(2), 73.
- [18] Rivai, A., & Prawironegoro, D. (2015). *Manajemen Strategis (Kajian Manajemen*

Strategis Berdasar Perubahan Lingkungan Bisnis, Ekonomi, Sosial dan Politik. Jakarta: Wacana Media.

- [19] Surahman, M., & Adam, P. (2017). Penarapan Prinsip Syariah Pada Akad Rahn Di Lembaga Pegadaian Syariah. *Law and Justice*, 2(2).
- [20] Susilo, E. (2017). Shariah Compliance Akad Rahn Lembaga Keuangan Mikro Syariah (Studi Kasus BMT Mitra Muamalah Jepara). *IQTISHADIA: Jurnal Ekonomi & Perbankan Syariah*, 4(1).
- [21] Tjiptono, F. (2000). *Manajemen Jasa*. (Yogyakarta: Andi Offset).
- [22] Toha, M. (2021). Strategi Pemasaran Produk Gadai Syariah Dalam Menarik Minat Nasabah Di Masa Pandemi Covid-19 (Pegadaian Syariah Cabang Prenduan Sumenep Madura), 5(1), 92.
- [23] Wirapraja, A. (2021). *Manajemen Pemasaran Perusahaan*. Yayasan Kita Menulis.