

STRATEGY MARKETING OF SHARIA BANKS OF MICRO SHARIA WAKAF IN INCREASING THE NUMBER OF CUSTOMERS (Case Study: Typical Islamic Micro Waqf Bank Kempek Cirebon)

Asih Widyanti¹

¹Institut Agama Islam Bunga Bangsa Cirebon
asihwidyanti99@gmail.com

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ABSTRACT

This study aims to find out how the implementation of marketing at the Sharia Micro Typical Sharia Bank Kempek Cirebon and marketing strategies used by the Micro Waqf Bank in increasing the number of corporate customers. The research method used is a qualitative method. The marketing strategy used by the Typical Sharia Micro Waqf Bank in Kempek Cirebon is to use segmenting, targeting and positioning. Applying the characteristics of sharia marketing in the form of God, realistic, moral and humanistic. Market segments determined by the Micro Islamic Waqf Bank are geographical segments, demographic segments, psychographic segments, and behavioral segments. Customers at the Micro Islamic Waqf Bank each year have increased, which of course this institution continues to increase turnover. Customers are very interested in the products owned by this institution because they have very low margins. Islamic Micro Waqf Bank has done a good marketing implementation, even has a marketing strategy. The name of the Micro-Islamic Waqf Bank is already great because it carries the name Pondok Pesantren Typical Kempek.

Keywords: Marketing Strategy, Micro Islamic Waqf Bank, Customers.

INTRODUCTION

The development of sharia financial markets in Indonesia, particularly in sharia banking and insurance is quite significant, followed by capital markets and Islamic microfinance institutions.

Islamic economics needs to be accelerated faster because Indonesia has great potential. Last year alone, the growth of the Islamic financial industry reached 27 percent or higher than the conventional financial industry. Total sharia financial assets (not including sharia shares) reached Rp 1,133.23 trillion. Indonesia's Sukuk market share even reaches 19 percent of all Sukuk issued by various countries.

Islamic financial markets are born with concepts and philosophies that are different from conventional financial markets. Islamic financial institutions born with the concept and philosophy of interest-free, which prohibits the application of interest in all transactions because it is included in the category of usury. Related to this, there is the argument that forbids the usury system, " and Allah has justified the sale and prohibiting usury" (QS. Al-Baqarah: 275).¹

Financial Institutions are business entities whose main assets are financial assets or claims. Financial institutions function as financial intermediary institutions between deficit units and surplus units. Another function is to offer a broad range of financial services that are part of the financial system in the modern economy to serve the needs of the public transaction.

In conducting transactions, Islamic financial institutions apply the principle of profit-sharing, buying and selling or leasing for commercial transactions and lending and borrowing as social transactions. Non-bank Islamic financial institutions include insurance, baitul mall, capital markets, and Islamic micro waqf banks.²

There are two factors as obstacles to the development of Islamic financial institutions that need attention. First, community preferences for Islamic financial institutions are still based on religious issues, so that the majority of customers

of Islamic financial institutions are Muslim communities. In fact, according to the basic concept of Islamic financial institutions can apply universally, meaning that not only for Muslims alone but also for non-Muslims. Second, not a few management of Islamic financial institutions that exist today are still managed conventionally. This means that the existing management is still in the pattern of existing management in conventional financial institutions. This, as a dominant factor in inhibiting Islamic financial institutions.³

Bank Wakaf Micro (BWM) is a Sharia Microfinance Institution established with the permission of the Financial Services Authority (OJK) and aims to provide access to capital or financing for small communities who do not yet have access to formal financial institutions.

Until March 2018, OJK has given permission to 20 BWM. OJK is committed to continuing to develop BWM in all corners of Indonesia in the hope that it can improve the lives of the people, and be able to reduce inequality and poverty.

A company that is engaged in any field whether oriented towards long-term or short-term profit-earning requires what is called marketing. In general, people only understand marketing with a sale. Though marketing has a broader meaning because marketing is an orderly and clear process for thinking and planning the market. The marketing process can be applied not only to goods and services but also to something that can be marketed such as ideas, organizations and places. But it is important to emphasize that this form of marketing does not begin with a product or offer, but with the search for market opportunities.

The marketing strategy between conventional and Islamic is certainly different in the process, but has the same goal, namely how to increase the turnover of a company. The progress or withdrawal of a company can be seen from their marketing strategies that have an impact on increasing customer interest so that it

* Corresponding author.

E-mail address: slich@yahoo.com

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¹Ahmad Rodoni, dkk, *Lembaga Keuangan Syariah*, (Jakarta: Zikrul Hakim, 2008), h. 2.

² Unggul Priyadi dan Sutardi, *Teori dan Aplikasi Lembaga Keuangan Mikro Syariah*, (Yogyakarta: UII Press Yogyakarta, 2018), h. 1.

³ Kuart Ismanto, *Manajemen Syariah*, (Yogyakarta: Pustaka Belajar, 2015), h. 3.

can increase the number of customers in using products or services issued by the company.

BWM is an Islamic microfinance institution that focuses on small community financing with profit-sharing patterns, and no funds are deposited at BWM because this institution is purely for financing. The funds used to come from donations from individuals, institutions, and corporations through the Amil Zakat Institute (LAZ).

The establishment of a Waqf Bank like this is feasible in all pesantren in Indonesia. Its existence can cut the distance and bring the banking world closer to the community so that economic equality can be realized. As its function, this waqf bank will serve customers without collateral and interest, so that it can expand the opportunity of the community, especially pesantren, to be able to get micro-business capital.

Micro waqf banks attract small entrepreneurs in areas that need financing but do not have access to formal finance. OJK will continue to push the micro waqf bank program to other pesantren to increase the number and expand the scope according to the president's direction. Overall, through this program, OJK expects micro waqf banks that are licensed and supervised by OJK to become accelerators of Islamic financial development in Indonesia.

At present, the target location for the establishment of Islamic microfinance institutions is still in Islamic boarding schools. In addition to fostering entrepreneurship in Islamic educational institutions, it is also because in pesantren there are people who can be trusted in managing waqf, in this case, the leadership. OJK has given business licenses to 20 micro waqf banks in the boarding school environment in various regions to support the development of MSME and ultra micro-financing.

In the Cirebon area, there are only two Micro Endowments Banks, which are located in the Buntet Islamic Boarding School and the Kempek Islamic Boarding School in Cirebon. Micro Endowments Bank in the Kempek

Islamic Boarding School continues to experience an increase in the number of customers.⁴

Tabel 1-1

Development of Customer Amounts At the Typical Sharia Micro Waqf Bank in Cirebon Kempek

No.	Financing 1	Financing 2
1	228 Costumer	230 Costumer

Source: Typical Sharia Micro Waqf Bank Cirebon Kempek Cirebon.

From table 1.1 it can be concluded that the period of 2 years, namely in 2017-2019 the development of the number of customers has increased. This indicates that at first, the community was interested in the existence of a financing product from the Typical Islamic Syariah Waqf Bank Kempek Cirebon.

METHOD

In this study, the authors used a qualitative approach with descriptive methods, where the data analyzed were not in the form of numbers.

Qualitative research is a type of research that produces findings that cannot be achieved using statistical procedures or other methods of quantitative. The results of qualitative research are more meaningful than generalization. In other words, qualitative research does not emphasize generalization but rather emphasizes meaning.⁵

Thus, research that uses descriptive methods is research that is intended to describe, describe or describe the state of the object under study as it is, in accordance with the situations and conditions when the research was conducted. With this method, a researcher only needs to describe the reality of the object understudy in a good, complete, clear and in accordance with the facts that appear (seen and heard).⁶

⁴ Results Interview with Mr. Supriyandi as the Manager of Micro Islamic Waqf Bank Typical Kempek Cirebon

⁵ Suryana, *Metodologi Penelitian Model Praktis Penelitian Kuantitatif dan Kualitatif*, (Bandung: Universitas Pendidikan Indonesia, 2010), h. 40.

⁶ Ibrahim, *Metodologi Penelitian Kualitatif Panduan Penelitian beserta Contoh Proposal Kualitatif*, (Pontianak: Perpustakaan Nasional, 2015), h. 62.

RESULTS AND DISCUSSION

Marketing Implementation in Islamic Micro Waqf Bank

Based on an interview with Ms. Najhah as a manager of the Typical Sharia Micro Waqf Bank, following:

“The first is the identification of the target group according to the program's target criteria, obtaining data on KUMPI candidate members, a distance of residence, type, and place of business of prospective members. Second, the dissemination of information dissemination on conception, stages of formation, participation requirements and KUMPI activities in the hope that prospective program participants understand the concept and provisions of the program. The three feasibility tests clarify or confirm the truth of poor family data that has been obtained from identification activities and to select prospective program participants, direct visits and interviews, house index, income, ownership, and assets. Fourth, namely Pre-PWK (Mandatory Training of KUMPI), a 60-minute daily meeting with an agenda explaining the program, strengthening determination, finalizing the process, evaluating readiness, selecting group members, determining the place and schedule of PWK. The fifth is PWK, the activities of forming and preparing groups to follow the implementation of the program carried out for five consecutive days for 60 minutes at a time, the material consists of the principles, objectives, and usefulness of the venture capital program, system and procedures for its implementation, rights and obligations and responsibilities the members' answers. The sixth is Halmi (Weekly Halaqoh), once a week for 90 minutes = 30 minutes for disbursement and installments, while 60 minutes for group building with the main material of religion, MERT and business development”.

Based on the interview of Mr. Supriyandi as Manager of the Typical Micro Islamic Sharia Waqf Bank Kempek on Thursday, March 7,

2019, at 13.30 WIB. It is housed in the office of the Typical Sharia Micro Waqf Bank Kempek.

“Indirectly, the implementation of marketing here is mostly true word of mouth. But it also refers to the Standard Operating Procedures (SOPs) in the Micro Waqf Bank, which starts from the identification of prospective customers, then socializes to the community around the boarding school”.

Based on the interview of Mrs. Ebah as a customer of the Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 14.00 WIB. Located at the customer's house.

The implementation of marketing at Islamic Micro Waqf Bank has been good in its implementation, starting from the identification of prospective customers, requirements, and criteria that are not complicated. This Waqf Bank is clearly superior to other banks or cooperatives. The reason is the light installment, kinship and what it is.

Based on the interview of Mrs. Atikah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 14.30 WIB. Located at the customer's house.

Marketing at the Waqf Bank is already good because it reaches out to remote villages, socialization has often been held with the existence of this Waqf Bank.

Based on the interview of Mrs. Fatimah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 15.00 WIB. Located at the customer's house.

Marketing done by the Waqf Bank is already good because the institution conducts socialization on the existence of this institution.

Based on the results of this interview, it can be concluded that the Micro Sharia Waqf Bank already has a good marketing implementation, the community around the boarding school already knows the existence of this institution and the program that is owned by the Waqf Bank. The program owned

by this institution is in the form of financing products for developing small and medium enterprises for the poor. Even though this institution was only formed in 2017, its existence has spread to remote villages.

1. What is the Marketing Strategy that is used by Islamic Micro Waqf Bank?

a. a. In a marketing strategy, certainly does the institution segment the market, by looking at the market at the level of geographical segments (regions), demographic segments (gender/age), psychographic segments (characteristics/needs), or behavioral segments (attitudes/knowledge)? who are the segments? And what is the underlying?

Based on the interview of Ms. Najhah as the administrator of the Khek Kempek Micro Sharia Waqf Bank on Thursday, March 7, 2019, at 13.00 WIB. It is housed in the office of the Typical Sharia Micro Waqf Bank Kempek.

In market segmentation, our Micro Waqf Bank uses a geographical segment, for people around the boarding schools in the Gempol sub-district may submit funds disbursement. While the demographic segment has no effect on the process of disbursing funds because both men and women alike have the same rights if they meet the requirements. For the psychographic segment, we only focus on people who really need venture capital and the business is clearly detailed in terms of place and finance, for the behavioral segment we only prioritize people who are honest, trustworthy and responsible in the loan.

Based on the interview of Mr. Supriyandi as Manager of the Typical Micro Islamic Sharia Waqf Bank Kempek on Thursday, March 7, 2019, at

13.30 WIB. It is housed in the office of the Typical Sharia Micro Waqf Bank Kempek.

In conducting a marketing strategy, we might refer to market segmentation, which is a geographical segment, for people around the boarding school who are still in the Gempol District environment may volunteer to become our customers. Then for the demographic segment, there might not be, because we don't see prospective customers as male or female. For the psychographic segment, maybe we prioritize small people who have productive businesses and need financial assistance to develop their businesses. But these loans are not individually but as a group.

Based on the interview of Mrs. Ebah as a customer of the Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 14.00 WIB. Located at the customer's house.

The marketing strategy used by the Micro Waqf Bank may be in the area of coverage, we the customers are around the boarding school if for men or women may have the same right in submitting requirements for the process of disbursement of funds. But maybe this institution takes precedence over candidates who are more in need of capital for their business.

Based on the interview of Mrs. Atikah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 14.30 WIB. Located at the customer's house.

However, for the marketing strategy of the Micro Waqf Bank, we do not necessarily understand, but it is clear that we, prospective customers, are in the same environment, around

the boarding school and have the same needs, which require capital to develop our business to be more productive.

Based on the interview of Mrs. Fatimah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 15.00 WIB. Located at the customer's house.

For the marketing strategy used by the Waqf Bank, it may be within the scope of the region, yes, we, the customers, are in the vicinity of the Islamic boarding school, both men and women have the same rights in applying for venture capital. The important thing is that the business is in a small and medium business.

- b. b. Is the target that has been determined in accordance with the target segment?

Based on the interview of Ms. Najhah as the administrator of the Khek Kempek Micro Sharia Waqf Bank on Thursday, March 7, 2019, at 13.00 WIB. It is housed in the office of the Typical Sharia Micro Waqf Bank Kempek.

The target that we have set is on target because we have identified prospective customers first.

Based on the interview of Mr. Supriyandi as Manager of the Typical Micro Islamic Sharia Waqf Bank Kempek on Thursday, March 7, 2019, at 13.30 WIB. It is housed in the office of the Typical Sharia Micro Waqf Bank Kempek.

The target we set is right on target because we have procedures in determining our prospective customers and have passed several stages in the determination.

Based on the interview of Ms. Ebah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday,

March 7, 2019, at 14.30 WIB. Located at the customer's house.

Already the average is on target until now, because it has spread to remote villages, meaning that it covers the lower layers.

Based on the interview of Mrs. Atikah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 14.30 WIB. Located at the customer's house.

It was right on target, especially for the small traders who had been greatly helped by the existence of this BWM.

Based on the interview of Mrs. Fatimah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 15.00 WIB. Located at the customer's house.

The target set by the institution is right on target because we customers are chosen first in the Pre PWK activities.

- c. Does this agency have a product that will attract customers? And whether the customer is interested in the product?

Based on the interview of Ms. Najhah as the administrator of the Khek Kempek Micro Sharia Waqf Bank on Thursday, March 7, 2019, at 13.00 WIB. It is housed in the office of the Typical Sharia Micro Waqf Bank Kempek.

This institution has financing products for small communities that are productive in developing their businesses. Of course, the public is very interested in this product because the institution sets very low margins.

Based on the interview of Mr. Supriyandi as Manager of the Typical Micro Islamic Sharia Waqf Bank Kempek on Thursday, March 7, 2019, at 13.30 WIB. It is housed in the office of the Typical Sharia Micro Waqf Bank Kempek.

The product owned by Micro Waqf Bank is financing for

small communities around the boarding school. Of course, the public is very interested and enthusiastic about the products owned by this institution because this financing is very helpful in its business and of course also has a very low margin.

Based on the interview of Ms. Ebah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 14.30 WIB. Located at the customer's house.

Very interested, the product owned by Waqf Bank is in the form of financing for people who have small and medium-sized businesses. The 2% margin set by BWM is very light compared to other banks or companies, very helpful for small traders' capital, very helpful. The existence of BWM is very helpful for the people who are around the cottage so as not to get entangled with loan sharks who set very large margins.

Based on the interview of Mrs. Atikah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 14.30 WIB. Located at the customer's house.

Very interested in this product, because this Micro Waqf Bank sets a very low margin compared to the others. With this institution, God willing has greatly helped the community's economy. For example I, with that kind of capital but it is enough to help the economy.

Based on the interview of Mrs. Fatimah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 15.00 WIB. Located at the customer's house.

We, the customers are very interested in the financing products owned by this

institution, because this product has a very low margin compared to other banks.

Based on the results of the interview, it can be concluded that the marketing strategies used by the Typical Sharia Micro Wakaf Bank are segmenting, targeting and positioning. Market segments determined by this institution are based on geographical segments, which are located in the Gempol District and specifically the community around the Khas Kempek boarding school. Demographic segments may not exist, because men and women have the same rights in the submission of requirements. Whereas for the psychographic segment, the institution only focuses or prioritizes people who need more capital to develop their business, for the behavioral segment, they might choose potential customers who are trustworthy, honest and responsible for the loan funds. The target set is right on target, all prospective customers will follow the Pre-PWK (Mandatory Training of KUMPI) period. In this stage, the institution will select which prospective customers will be selected. For products, institutions have financing products for the poor who have small and medium-sized businesses, with very low margins and of course the community is very interested in this product. If this marketing strategy is successful it will increase the number of customers and of course, it can clearly increase the amount of turnover obtained.

2. What are the supporting and inhibiting factors in the implementation of the marketing strategy of the Islamic Micro Waqf Bank?

Based on the interview of Ms. Najhah as the administrator of the Khek Kempek Micro Sharia Waqf Bank on Thursday, March 7, 2019, at 13.00 WIB. It is housed in the office of the Typical Sharia Micro Waqf Bank Kempek.

Supporting factors in the marketing strategy here is that the area is not so wide that it

makes it easy to attract customers. Then the name of the Typical Micro Wakaf Bank Kempek is already big because of the name of the boarding school. While the inhibiting factor may be that our target is still fixed on the community, not involving the typical Kempek santri in the operational activities of this institution.

Based on the interview of Mr. Supriyandi as Manager of the Typical Micro Islamic Sharia Waqf Bank Kempek on Thursday, March 7, 2019, at 13.30 WIB. It is housed in the office of the Typical Sharia Micro Waqf Bank Kempek.

Supporting factors in this marketing strategy are the small area coverage so it does not need good marketing and the name of the Khek Kempek Micro Waqf Bank is already large because it carries the name of the Special Kempek, so without doing more marketing even the public already knows the existence of this institution. While the inhibiting factor is that we have not involved the typical Kempek students in the target market segmentation of this institution.

Based on the interview of Ms. Ebah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 14.30 WIB. Located at the customer's house.

Supporting factors in marketing implementation may be many, yes, from a not-so-wide area coverage, people who are indeed interested in financing products owned by Waqf Bank. While the inhibiting factor may be the lack of human resources in the implementation of marketing.

Based on the interview of Mrs. Atikah as a customer of Khek Kempek

Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 14.30 WIB. Located at the customer's house.

The supporting factor might be the financing products owned by Waqf Bank have very low margins, therefore the community is very interested in the existence of Waqf Bank. The inhibiting factor may not yet exist.

Based on the interview of Mrs. Fatimah as a customer of Khek Kempek Micro Syariah Waqf Bank on Thursday, March 7, 2019, at 15.00 WIB. Located at the customer's house.

The supporting factor might be the name of Bank Wakaf which is already large because it carries the name of a typical Islamic boarding school in Kempek, small area coverage and its products have very low margins.

Based on the results of the interview, it can be concluded that the supporting factor in the implementation of the marketing strategy is that the area coverage is not so broad so it does not need to require a good strategy. The name of the Waqf Bank is already great because it carries the distinctive name Kempek. While the inhibiting factor may be that the Waqf Bank has not involved the typical Kempek santri in the company's operational activities.

CONCLUSION

Based on the results of this interview, it can be concluded that:

1. Islamic Micro Waqf Bank already has a good marketing implementation, the community around the boarding school has known the existence of this institution and the program that is owned by the Waqf Bank. The program owned by this institution is in the form of a financing product for developing small and medium enterprises for the poor and the product

has a very low margin of around 2%. Even though this institution was only formed in 2017, its existence has spread to remote villages.

2. The sharia marketing strategy used by the Kempek Micro Syariah Waqf Bank is in the form of God, which has a religious nature, a sharia marketer believes that Allah is always close and watches over him when he is carrying out all his activities. The second is Akhlaqiyyah, his character which prioritizes morals and morals. Third is Realistic, flexible marketing concepts, innovation with market conditions. Fourth is Humanistic, Islamic humanistic sharia is created for humans according to their capacity without distinguishing race, color, nationality, and status. Supporting factors in the implementation of marketing strategies are that the area coverage is not so broad so it does not need to require a good strategy. The name of the Waqf Bank is already great because it carries the distinctive name Kempek. While the inhibiting factor may be that the Waqf Bank has not involved the typical Kempek santri in the company's operational activities.

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