PROCEEDINGS

4TH GADJAH MADA INTERNATIONAL CONFERENCE ON ECONOMICS AND BUSINESS 2016

“RESEARCH, PRODUCTION, AND BUSINESS MODEL TRILEMMA IN THE ASEAN ECONOMIC COMMUNITY”

VOLUME 4 NO. 1 2016

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PREFACE

Thanks to God, with the almighty grace.

We are really grateful that the 4th Gadjah Mada International Conference of Economics and Business 2016 had been held successfully on November 25-27, 2016 by Faculty of Economics and Business Universitas Gadjah Mada at Jogia Plaza Hotel, Sleman, Yogyakarta. Tokens of appreciation should be rendered to our presenters, participants and all of you that made the event could be organized and carried out with the highest quality, comfort, and precision that we could give. Even though there are some mistakes that we did during the event, we apologize deeply for that. These Proceedings are compiled as a collection of all presenter’s research papers. Showing the creativity of ideas that could also be seen as an art inside the field of science.

The theme of this year conference is “Research, Production, in Business Model Trilemma on ASEAN Economic Community,” and this theme is manifested in the presented papers that are compiled in these proceedings, comprised of the scholarly work from this global environment and as well as the honorary speakers. Therefore, we would like to express our gratitude and credits to Journal of Indonesian Economy and Business Faculty of Economics and Business Universitas Gadjah Mada.

Professor Christopher Mannings (Crawford Schools, Australia Nationals University), Professor Dr. Mudrajad Kuncoro, M.Soc.,Sc. (Universitas Gadjah Mada), Dr.Satya P.Chattopadhyay Ph.D (University of Scranton) and Arie Setya Yudha (Molay Tacticals) for taking the time to contribute and share their expertise and experiences to the conference that have enriched our knowledge in this field.

All the scientists and researchers that have also contributed their research, ideas, results, and encouraging one another to learn more by sharing, learning, and discussion sessions. There were 119 papers from – different countries presented in the conference. Some of them have agreed to include their full papers in the proceedings.

The proceeding and presentations cover various topics, ranging from economics, marketing management, human resources management, financial management, operation management, supply chains management, and accounting.

We sincerely hope that these proceedings and the conference in particular will grant benefits to all of the participants and also the readers. Especially as a reference for further Economics and Business development in Indonesia and all over the world.

We welcome and will receive any suggestions and constructive feedback to improve the organizing strategy for the betterment and development of Gadjah Mada International Conference of Economics and Business conferences and proceedings. We look forward to see you again in our next event.

Yogyakarta, December 2016.
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ANALYSIS OF SHARIA BUSINESS MARKETING  
AT PT. AL FATIH BANGUN INDONESIA IN BOGOR

Erlina Ardiani  
Business Administration, Padjadjaran University  
erlinaardiani@gmail.com

Arianis Chan  
Business Administration, Padjadjaran University  
arianis.chan@unpad.ac.id

ABSTRACT

The background of this study is the researcher had discovered a phenomenon that there is a developer who uses 100% sharia housing schemes, without banks, without penalties, without confiscation and without ceremony, had problems in marketing their products. The purpose of this study is to determine how the application of sharia marketing concepts in sharia business property developer.

This study uses qualitative descriptive method which is a research that is directed to provide the symptoms, facts or events systematically and accurately on the nature of the study and analyze the truth based on the data obtained. Data was collected using interview and observation techniques. Discussion is analyzed through the results of the interviews using interpretation. Informants in this study amounted to 7 people. The sampling technique in this research is done by purposive sampling, using 4 informants as key informants, namely the management of PT. Al Fatih Bangun Indonesia and 3 regular consumers of products from PT. Al Fatih Bangun Indonesia.

The analysis showed that the application of sharia marketing concepts at PT. Al Fatih Bangun Indonesia has been good but has not been effective overall because PT. Al Fatih Build Indonesia have yet to implement a long-term relationship with the post-purchase consumer products. Also from the marketing side, PT. Al Fatih Bangun Indonesia prefers offline promotion such as an exhibition rather than online promotion, because it is considered more effective. PT. Al Fatih Bangun Indonesia uses a specific strategy in managing its sharia property business, named sky strategy and earth strategy. Both of these strategies are collaborated to get the best results and maximize sales.

Keywords : Sharia Marketing, Sharia Property Business

INTRODUCTION

Nowadays, property sector is a sector where its development is quite fast. Property is considered as the sector that brings a great and promising value of investment. It happens in Bogor which is a strategic city for construction growth and development.

The existence of sharia-based developers in Bogor is a new phenomenon that is popular in the world of property. It occurs because recent business and marketing practices start shifting and transforming from rational to emotional level and in the end to spiritual level. Sharia developers are able to bring unusual innovation and they succeed in breaking doubts of property business actors toward the probability of success in applying Islamic economic concept in business.

PT. Al Fatih Bangun Indonesia or known as ABI Property is one of well-known sharia-based developers in Bogor. PT. Al Fatih Bangun Indonesia proposes 100% sharia concept in managing its business; that is by muamalah