

Marketing Strategy Product Financing of PT. Bank Sumut KCP Syari'ah Simpang Kayu Besar

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ABSTRACT

Each Islamic bank has a variety of products offered to suit the wishes of the people. In offering its products, there is competition between Islamic banks and conventional banks, resulting in the need for a strategy in the sales of each bank. Sales are often identified with a world full of sweet promises but it is not necessarily proven whether the product is in accordance with what has been promised. This is what must be proven in good Islamic sales management in the sale of goods or services, that Islamic marketing is not a world full of deception. Because Islamic marketing is the highest level in sales, namely marketing spirituality, where ethics, values and norms are highly respected. Research results show that marketing strategy product financing in this bank focus on education public about superiority product financing sharia- based, increasing personal relationship with Customer through customer relationship management (CRM) approach. In analyzing research data using qualitative descriptive methods, only describing the results of the questions interview with management of Bank Sumut KCP Syariah Simpang Kayu Besar, observation direct, and study document related.. This research is motivated by the growth of Islamic banks that positively share participation in economic stability, but in practice there are criticisms. Likewise, scholars and religious scholars have different opinions regarding the role and position of Islamic banks, some of them think that Islamic banks are similar to conventional banks. The results of the research prove that the implementation of financing product sales at PT. Bank Sumut Kcp Syari'ah Simpang Kayu Besar.

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INTRODUCTION

Murabahah financing products are not yet widely known by the public. This is because the Islamic banking system is still categorized as new in Indonesia and this product has not obtained complete data on this financing, while the bank-minded group is still referring to Conventional Bank materials and has not been very focused on finding out the materials of Islamic banks. Islamic banks are required to be more active in developing their businesses, both in socialization, instrument innovation, and bank products. Providing satisfactory services and functioning Islamic banks is not

only a financial institution and profitable but also a social financial institution because of the entry of Islamic banks.

In social activities, it is intended to create positive affection in various matters. This matter will certainly be very useful, as an initial step to be able to formulate a comprehensive strategy package, both for the development of Islamic banking in the usual way and for each Islamic bank. Improving Islamic banking, not only supported by professional human resources and having efficient experience in the banking system, but also influenced by other factors. These factors include, the understanding of Muslims to do business in accordance with Islamic law and save money. In order to increase public interest in saving in Islamic banks, there are several aspects that need to be considered, these parts include tangible, responsive, assurance, reality and empathy. On the other hand, customers will be satisfied if these components can be fulfilled completely.

THEORETICAL BASIS

Definition of Financing

Interpretation of financing is always related to business activities. Therefore, we must recognize the interpretation of the business sector itself. Business is an activity that targets an increase in additional figures through the delivery of services, trade or workmanship of objects (creation). Business actors in carrying out their business really need capital. If the actor does not want capital in a sufficient way, then he will relate to other parties, such as banks to obtain budget injections, by carrying out financing, (Muhammad, 2005: 17).

Financing, namely funding given by one party to another party to support planned capitalization, whether attempted by oneself or by an agency. In other words, financing is funding issued to support planned capitalization (Muhammad, 2005: 17).

In the etymology of financing comes from the word payment, which is to fund the desire of the business. On the other hand, it is based on the regulation of the Minister of State for Cooperatives and Small and Medium Enterprises Number. 06 or per or Meter. KUKM or I or 2007 concerning technical instructions for productive financing programs for cooperatives and micro-enterprises in the sharia pattern if financing is an activity of providing a budget for capital or similar investment activities between cooperatives and bodies, prospective bodies, other cooperatives and or their members which require the financing income to pay off the main financing obtained by the cooperative according to the agreement with the payment of some part of the results of income or profits from the financed activities or the use of the financing budget.

From the above definition, it can be explained that both credit or financing can be in the form of money or bills whose value is measured in money. Then there is an agreement between the bank [creditor] and the credit recipient customer (debtor), with the agreement that has been made. (Kasmir, 2001:73).

RESEARCH METHODS

The method used in this research is a descriptive method. qualitative, is focusing on the right solution to the problem regarding the sales strategy of financing products. The solution to the problem that is tried is through stages by accumulating basic information to obtain a suitable sales strategy, analyzing the results of the information processing, making interpretations and conclusions in the form of a very efficient marketing strategy in selling financing products.

RESULTS AND DISCUSSION

Financing Objectives

The purpose of financing is part of the purpose of the bank as an industry, which is to gain profit for the safety of its customers. Therefore, the purpose of financing must be formulated clearly, realistically and can be recognized by all people who participate in the body, so that they can participate with full understanding.

Discussing the purpose of financing, covers a large scope. Basically there are 2 interrelated uses of financing, namely:

1. Profitability, is objective for get results from financing in the form of profits achieved from For the results obtained from efforts managed by the customer. Therefore that., bank only want to pour financing for trusted businesses able to as well as want to return financing that has been received.
2. Safety, security from results or the means submitted must truly safe as a result objective profitability true, true succeed without significant obstacles. With security This intended so that submitted results in form of capital, object or service That true, true safe the return the result is the expected profit (profitability) So reality. Party or actor important to follow as well as in giving financing as a result in giving financing want to also includes venting purpose, actor important That is :

Financial bodies (act like mudarib or sahibul plaza)

- a. Collector budget citizens who face superiority budget.
- b. Distribution or giving budget is field business important as well as most almost on some large financial body.
- c. Income For results from giving financing is income the most.
- d. As one of instrument or product in share services to customers.
- e. As one of tool in contribute in development.

Customer or customer (acts like sahibul or mudarib)

- a. As a budget owner who needs custody or capitalization the budget you have.
- b. As one of ability for develop effort.
- c. Can be improved ability industry.
- d. As one of replacement financing industry.

State (acts like a regulator)

- a. As one of tool in to drive development.
- b. Upgrade current budget as well as amount scattered money.
- c. Upgrade development economy.
- d. Upgrade state revenue from tax.

Not only the state and essential banks, in the operation of Islamic banking there is a position of the National Sharia Agency (DSN) which monitors and produces teachings related to discipline based on sharia perspectives.

Marketing strategy

Strategy is the science of war tactics or ideas to achieve something. Strategy is a series of decisions and actions aimed at achieving industry goals. Another interpretation says that Strategy is a series of big concepts that describe how an industry must work to achieve its goals, and at the same time a realized strategy can be built in the assumption of a strategy that can grow through a formulation method followed by implementation.

Strategy is something that is used to achieve industrial goals and consume ways and allocation of resources needed to achieve goals. Strategy can also be referred to as a boss, something that is worked on by entrepreneurs in creating concepts to experience competition and win market share in the economic world.

Sales is one of the activities in the economy that helps in producing economic figures. The economic figures themselves determine the price of goods and services. The important aspects in

producing these figures are the creation, sale, consumption, and commercialization of closeness with customers for a long time. Sales become a broker between the activities of creation and consumption. The meaning of sales is based on the core design that includes needs, wants, and demands.

Sales (marketing) is a way of social, customary, political, economic and administrative activities. For Kotler, taken by Herry Sutanto and Khaerul Umam, it explains that sales are a social and administrative way, in which people and groups get what they need and want through invention, bargaining, and altering materials with other parties. For Bygrave in his book entitled *The Portable MBA in Entrepreneurship* which has been translated into 7 languages, taken by Muhammad Ismail Yusanto and Muhammad Karebet Widjajakusuma, if the sales strategy is an efficient concept in terms of sales (products, prices, advertising, and distribution) with the existence of target market opportunities that are intended to achieve the goals of an effort.

Sales strategy is basically a global, integrated and unified concept in the sales field that provides guidance on activities to be undertaken in order to achieve sales goals of an industry. In other words, sales strategy is a series of goals or targets, policies and provisions that provide direction to industry sales efforts from time to time, at each level and reference and allocation, especially as an industry assumption in experiencing areas and conditions of competition that are always changing.

Financing Products of PT. Bank Sumut Branch Office of Syariah Simpang Kayu Besar

In sharia financial institutions, the relationship between customers and institutions is not a relationship called debtor and creditor, but is called a partnership. The partnership as intended is between the fund provider (shahibul maal) and the fund manager (mudharib). Therefore, the profit obtained by the institution not only affects the level of profit sharing for shareholders, but also affects the profit sharing given to customers or fund depositors. As in conventional banking, sharia banking also has many products offered to the public. Sharia banking as intended, has its own advantages and priorities as considerations so that prospective customers can choose and use products that are considered most appropriate to the customer's intentions and goals. Various products and services offered in sharia banking can be classified into two product groups, namely:

Fundraising Products

As in conventional banking, public funds collected by Islamic banking can be in the form of savings, deposits and current accounts. These fund-raising activities are carried out with the principles of wadi'ah and mudharabah. The wadi'ah principle is carried out for products in the form of current accounts while the mudharabah principle is applied to products in the form of savings and deposits.

If the wadi'ah is in the form of a trustworthy wadi'ah, in principle the savings may not be utilized by the bank even though it is responsible for the integrity of the savings. On the other hand, if the wadi'ah is in the form of a trustworthy wadi'ah, then the bank can utilize the savings and remain responsible for the integrity of the savings. However, if the bank still distributes the funds in question, if you read the general provisions in the wadi'ah principle, then the profits or losses that occur will belong to the bank. Meanwhile, the owner of the funds is not promised a reward and does not bear the risks that occur. However, if the bank distributes the funds and it turns out to make a profit, then the bank provides a bonus to the owner of the funds as an incentive so that the public is interested in saving their funds in Islamic banking on the condition that this was not promised from the start.

It is different with the principle of mudharabah. The owner of the capital is considered as the shahibul maal while the banking party is the manager or mudharib. This principle, the bank can use the funds for example for buying and selling activities by notifying a certain profit margin (mudharabah) or for rental activities (ijarah).

In the principle of mudharabah, there are two types of authority that can be chosen by the capital owner or depositor to provide to the bank, namely mudharabah mutlaqah and mudharabah muqayyadah. Mudharabah mutlaqah means that the bank can use the funds collected freely or widely. This is because, in principle, there are no restrictions set by the depositor so that the bank can use it in various activities that are believed to be profitable. While mudharabah muqayyadah

means that the capital owner or depositor sets certain conditions in the use of their savings funds, for example only for certain groups or certain businesses.

Fund Distribution Products

The funds that have been successfully collected by Islamic banking are then channeled back to the community or deficit units to be used productively. This must be done in accordance with the terms and conditions agreed upon between the bank and the capital owner to obtain a decent profit. The funds that have been collected can be channeled by Islamic banking through one of the categories or fund distribution systems that are in accordance with sharia. In general, Islamic banking has four financing concepts that can be carried out, including:

Financing based on profit sharing principle

This type of financing, if referring to the agreement of the scholars, is one of the most important forms of financing in Islamic banking.¹⁸ This financing can be *mudharabah* and *musyarakah*. Financing in Islamic banking is based on one principle where no portion of the profit can be enjoyed by a certain party if the related party does not take part in bearing any risk that may occur. Profit-sharing financing in Islamic banking can be done in the form of:

Musyarakah Financing

This financing is a cooperation agreement between two or more parties to conduct a business where each party contributes resources, both tangible and intangible. *Musyarakah* financing is a cooperation agreement that occurs between fund owners to combine capital, through joint ventures and joint management in a partnership relationship. Profit sharing is determined according to the agreement (usually determined based on the amount of capital provided and the role of each party).

Ascarya said that *musyarakah* is a profit-sharing agreement when two or more entrepreneurs who own funds/capital and work together as business partners to finance new or existing business investments. In this case, the business partners who own capital have the right to participate in the management of the company, but this is not a requirement. The parties involved can make an agreement to divide the work in managing the business, and can also ask for a salary/wage for the energy and expertise they devote to a particular business.

The DSN MUI fatwa, in relation to financing, defines *alsyirkat* as, "financing based on a cooperation agreement between two or more parties for a particular business in which each party contributes funds with the provision that the profits and risks will be borne together according to the agreement."

Based on the above understanding, it can be concluded that *al-syirkat* is a transaction of two or more people, this transaction includes fundraising and capital use. Profits and losses are borne together according to the agreement. However, capital is not always in the form of money but can be in other forms. However, there are several versions in the Qur'an and also several statements from the Prophet Muhammad, his companions and scholars who state the validity of *musyarakah* to be implemented in the business world as a term that is interpreted as mixing one type of property with another property so that it cannot be distinguished between the two.

In the type of financing that uses a *musyarakah* agreement, there are several things that must be known by the parties, for example, other parties are only allowed to join in a certain job when there is agreement from all parties involved. In addition, the capital owner is considered to have stopped the *musyarakah* cooperation if he resigns, becomes legally incompetent and dies. However, the capital owner can transfer his questions to someone else or his position is replaced by someone else.

Musyarakah financing can be provided in the form of cash, cash equivalents, or non-cash assets, including intangible assets such as licenses or patents. In general, financing objectives are divided into two large groups, namely financing objectives for the macro level and financing objectives for the micro level. In macro terms, financing aims to:

- a. Improvement economy people. This is intended so that people who do not / have not can access economy, can do it so that capable increase level its economy.

- b. Availability of funds for improvement business. The funds in question used For development business obtained from do activity financing.
- c. Increase productivity. The existence of products financing can give opportunity for layer society to be able to increase Power competition production. Because, efforts production it will be very difficult walk If No supported by the availability of funds.
- d. Open field Work new. Additional financing funds own opportunity big in absorb power work. And this usually in line with opening or addition field Work new.

On a micro level, musyarakah financing is provided to customers in order to:

- a. Efforts to optimize profit. Every business that is opened own objective the highest, namely produce profit effort. Every businessman want capable reach profit maximum. For can produce profit maximum so they need sufficient financial support.
- b. Efforts to minimize risk. So that the efforts made capable produce profit maximum, entrepreneur must capable minimize possible risks arise.
- c. Utilization source economy. Source Power economy can developed with do mixing between source Power natural with source Power man as well as source capital power.
- d. Distribution excess funds. In life in society, there is between those who have advantages, while on the other hand there are also some shortcomings.

In relation to funding issues, the financing mechanism can be a bridge in balancing and distributing excess funds from parties with excess (surplus) to parties with a lack (minus) of funds.

Financing with the principle of buying and selling. Financing with the principle of buying and selling can be done in various forms such as murabahah financing, istishna financing or salam financing. The difference between these three financing can be seen from the form of payment made and also the time of delivery to the customer. In the principle of buying and selling financing there is a transfer of ownership of goods or objects to the new owner. This form of buying and selling financing has its own advantages and customers can choose one of the most appropriate or most profitable forms.

Murabahah Financing

Murabahah is one of the forms of banking transactions. Technically, the bank buys goods and then resells them to customers. The mechanism is carried out in installments by notifying the amount of profit taken by the bank.

In such transactions, the bank must be open in informing the customer regarding the profit margin that will be taken. In addition, the selling price and payment period must be clearly stated and written in the agreed sale and purchase agreement where both of them cannot change during the sale and purchase agreement period.

In such transactions, it is permissible to charge indirect costs to customers if they do not add value to the goods or the costs are not related to things that are beneficial according to the sharia. In terms of delivery of goods, the goods purchased by the customer in installments must be delivered after the contract is made so that they can be used or operated by the customer.

The types of murabahah are as follows:

1. Murabahah with booking. The first type of murabahah is murabaha with order. Transaction murabaha with order done after products ordered buyer obtained by the seller. So the scheme contract murabaha is buyer order goods moreover first. Then seller produce or buy from the supplier, then for sale to buyer with transparency price.
2. Murabahah with booking. Type of contract This is transaction murabaha done in a way direct without wait booking goods, because product has available.
3. Murabahah cash. Murabahah cash that is sell buy goods on which the bank acts as seller temporary Customer as buyer.
4. Murabahah installment. Murabahah installment (bitsaman ajil) namely sell buy goods where the price sell listed in contract sell buy.

FLPP (Housing Financing Liquidity Facility) is a financing liquidity support for housing for MBR (Low-Income Communities) implemented by the Ministry of Public Works and Public Housing.

CONCLUSION

Based on the results of the author's analysis and research, both in the library and the square, and from the explanation and description above, the following conclusions can be drawn:

1. Financing at Bank Sumut Syariah only there are 2 forms murabaha as well as mudharabah based on analysis on is view Shigat,' Aqidan, Ma' qud ' alaih as well as Maudhu ' al-' aqd. Implementation financing at Bank Sumut Syariah has fill up sharia determination.
2. Sales strategy is basically is a global, integrated concept as well as blend in the field sales that share guidance about activities to be carried out lived for Can achievement objective sale from something industry. With another word for sales strategy is a series objective or target, policy as well as the terms and conditions provided direction in business - business sale industry from duration to duration, in each level as well as references and their allocation, most importantly as assumption industry in experience the area as well condition the competition that is always change.

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