



## MARKETING STRATEGY OF FINANCING PRODUCTS IN AN EFFORT TO INCREASE THE NUMBER OF CUSTOMERS AT BAITUL MAL WAT TAMWIL (BMT) RIZWA MANBAUL ULUM REJOTANGAN TULUNGAGUNG

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### ABSTRACT

This study aims to evaluate the marketing strategy of financing products implemented by Baitul Mal Wat Tamwil (BMT) Rizwa Manbaul Ulum Rejotangan Tulungagung and identify inhibiting and supporting factors in the implementation of financing product marketing strategies in BMT. This study used qualitative research methods, which include observation and interviews. The results showed that BMT Rizwa Manbaul Ulum Rejotangan Tulungagung used a marketing strategy through distributing brochures to the public. Thus, this strategy has not attracted significant customer interest. In addition, there are still certain areas in the red zone criteria, in the sense that the red zone criteria here are the existence of certain community areas that are included in the community area that have negative characters or thoughts about financing products at BMT Rizwa Manba'ul 'Ulum, for example, there are some people who think that financing products at BMT Rizwa Manba'ul 'Ulum have very difficult and burdensome requirements. Therefore, this study suggests improving marketing strategies implemented by BMT Rizwa Manbaul Ulum Rejotangan Tulungagung, such as taking a family approach, promoting through social media, distributing brochures to a wider area, conducting socialization to the surrounding community, and installing banners in front of the BMT office. In addition, this study also confirms the importance of collaboration and cooperation between Islamic financial institutions and other parties in increasing the number of customers and the development of BMT.

**Keywords:** Baitul Mal Wat Tamwil; Financing; financing products; Marketing Strategy.

### INTRODUCTION

Baitul Mal Wat Tamwil or BMT is a microfinance institution that has now developed in Indonesia and experienced fierce competition, compared to larger financial institutions which will add to the complexity of competition problems, thus requiring financial institutions to improve professionalism and competitiveness so as not to be less competitive with other financial institutions. The presence of Islamic Financial Institutions (LKS), especially BMT, is a bright spot for the lower middle class (Suraiya, 2022). Baitul Mal Wat Tamwil (BMT) is a sharia financial institution with Islamic sharia principles, which is engaged in finance to help empower people economically and socially (Rahayu, 2020). Baitul Mal Wat Tamwil (BMT) conducts productive business development and investment activities in improving the welfare of micro and small entrepreneurs through financing and saving (investing) activities (Adnan et al., 2015).

In other words, BMT (Baitul maal Wat Tamwil) is a microfinance institution operated with the principle of profit sharing, growing micro business in order to raise the status and dignity and

defend the interests of the poor, grown on the initiative and initial capital of local community leaders based on a salaam economic system (safety (core of justice), peace, and welfare).

Where Baitul Mal Wat Tamwil (BMT) Rizwa Manba'ul 'Ulum Rejotangan Tulungagung is a sharia financial institution that provides a variety of products both savings, financing, and griya bayar products. Where some of the savings products in BMT Rizwa Manbaul Ulum are Wadiah Savings (SIWADA), Qurban and Aqiqah Deposits (SIMBAH), Sharia Community Deposits (SIMASYA), Institutional and Education Deposits (SIDIK), and Term Deposits (SIMKA). For financing products, namely, Blessing Business Capital Financing, Credit Goods Purchase Financing, Motor Vehicle Financing, and Barokah Multipurpose Financing. Then for Griya Bayar products, namely serving various kinds of payments and purchases such as sharia payments and re-registration of educational institutions, pre and postpaid electricity payments, mobile phone credits, BPJS Kesehatan, Telkom and Speedy, motor vehicle finance installments, TV subscriptions, PDAMs throughout Indonesia, annual motor vehicle taxes, OVO Top ups, Gopay, Linkaja, funds and others.

For development and progress, it is necessary to implement the right marketing strategy in order to attract customers to finance the BMT Rizwa Manbaul Ulum. An appropriate marketing strategy will certainly have a major influence on the development of the institution so that it is necessary to have an appropriate financing product marketing strategy so that the institution's goals can be achieved and continue to increase the number of customers.

A very important reason for the existence of a marketing strategy for a BMT is so that it can be recognized in various circles of society or in the market (Mendy et al., 2018). This marketing strategy provides an opportunity for BMT to develop more and can be done through sharing ways including brochures, socialization, promotion on social media or other information media that can support marketing in BMT, This marketing decision is then used as an appropriate marketing strategy for institutions to obtain and increase the number of customers, So that customers will be interested in making financing transactions at the institution.

## **RESEARCH METHODS**

The research method used in this study is qualitative method using data collection techniques through observation and interviews. Qualitative research is used to gain a deep understanding of the marketing strategy used by BMT Rizwa Manbaul Ulum Rejotangan Tulungagung and the inhibiting and supporting factors in implementing marketing strategies in BMT. Qualitative methods allow researchers to obtain more in-depth and detailed data about the experiences, perceptions, and views of research subjects.

In qualitative research, the data obtained is then analyzed descriptively to produce findings that can be interpreted. Therefore, qualitative methods are suitable for this research because they can provide a deeper understanding of the marketing strategy of BMT Rizwa Manbaul Ulum Rejotangan Tulungagung and the factors that influence its implementation.

## **RESULTS AND DISCUSSION**

### **Understanding Marketing Strategy**

In managing a business, the implementation of strategic planning becomes a critical element to ensure smooth operations and achievement of desired goals (Huda et al., 2024). Strategy planning includes a series of carefully designed steps and decisions to guide the direction and development of the business (Kumbure et al., 2024). The importance of strategic planning lies in its ability to provide a clear and measurable direction for the business (He et al., 2024). By detailing

each step and goal to be achieved, strategy planning allows entrepreneurs to navigate challenges and opportunities more effectively (Sukrat et al., 2024). It also allows for better risk management, as alternative scenarios and risk mitigation can be considered early (Indrayani et al., 2021).

Strategic planning also plays a role in ensuring that the products or services offered by the business can reach the desired target market (Udayana et al., 2024). It involves a deep understanding of the market, customer needs, and differentiation that can make the product or service stand out from the competition. In addition, strategy planning can be an effective performance measurement tool. By setting clear performance indicators and targets, business owners can systematically evaluate the achievement of their goals and make adjustments if necessary (Iadhalia et al., 2024).

Strategy planning is a process that develops and maintains the right strategy between organizational goals and capabilities and ever-changing marketing opportunities (Kotler, 2002). While marketing itself is an activity to distribute products, both goods or services to meet consumer needs. Every marketing activity is to find and create a market (Kasmir, 2003). Based on this, marketing strategy planning is very necessary to achieve business goals and to find and create markets so as to achieve the expected target.

### **Marketing Strategy Objectives**

An organization of certain institutions or companies has goals to be achieved from the marketing strategy it does, while these goals are stated as follows: (Kasmir, 2003)

1. To increase sales and profits
2. To Master the Market
3. To reduce competition
4. To Raise New Competitors

### **Marketing Mix**

Marketing mix is a combination of four variables or desires that are the core of a company's marketing system, namely: product, cost, promotion, and place of distribution. Marketing is a tool that will determine the level of marketing success for the company and all of this aims to provide satisfaction to the selected market segment and consumers (Williams et al., 2011).

### **Understanding Baitul Mal Wat Tamwil (BMT)**

Baitul Mal Wat Tamwil (BMT) is a microfinance institution operated with the principle of profit sharing, growing micro business in order to raise the status and dignity and defend the interests of the poor, grown on the initiative and initial capital of local community leaders based on a salaam economic system (safety (core of justice), peace, and welfare).

Baitul Mal Wat Tamwil or BMT is a microfinance institution that has experienced rapid development in Indonesia, facing stiff competition with larger financial institutions (Rusby et al., 2013). These developments add complexity to the competition, encouraging financial institutions to continuously improve professionalism and competitiveness in order to compete on an equal footing with other financial institutions (Hodgson et al., 2015).

In this context, the presence of Islamic Financial Institutions (LKS), especially BMT, provides a bright light for the lower middle class (I. Maulana, 2022). BMT, as a sharia financial institution, carries Islamic sharia principles and focuses on the financial sector to support economic and social empowerment of the community. BMT is not only limited to financing and saving activities, but also active in productive business development and investment.

BMT's main objective is to improve the welfare of micro and small entrepreneurs through a sustainable approach in financing and investment-oriented savings initiatives (AIMahmood, 2019). Thus, BMT's role is not only as a financial service provider, but also as an agent of change

in advancing the micro and small economic sector, in line with Islamic sharia values (Adnan, 2015).

### **Definition of Financing**

According to M. Syafi'i Antonio, explained that financing is one of the main tasks of the bank, namely the provision of fund facilities to meet the needs of parties who are deficit units (M. R. Maulana et al., 2019). Meanwhile, according to Law No. 10 of 1998 concerning Banking states "Financing based on sharia principles is the provision of money or bills that are equated with it based on an agreement or agreement between the bank and other parties that requires the financed party to return the money or bills after a certain period of time in exchange or profit sharing" (Antonio, 2001).

Understanding financing according to the wider community, among others. Financing is providing money based on an agreement or loan agreement between a bank or other financial institution with another party that requires the borrower to pay off his debt with a certain predetermined period of time with a reward or profit sharing (Veithzal et al, 2010).

### **Financing Sharing**

Financing can be divided into several types of financing that are generally accepted both in Islamic banks and in conventional banks.

#### **1. Financing is seen from its objectives, including:**

- a. Consumer Financing, which is financing provided for consumptive purposes that is only enjoyed by the applicant.
- b. Productive Financing, which is financing used for production activities that produce goods or services.
- c. Trade Finance, which is financing provided for the purchase of goods as inventory for resale.

#### **2. Financing is seen from the time period, including:**

- a. Short term financing, which is financing with a maximum period of 1 year.
- b. Medium-term financing, which is financing with a period of 1-3 years.
- c. Long-term financing, which is financing with a period of more than 3 years (Antonio, 1999).

### **Basic Principles of Financing**

The basic principle that needs to be done before deciding on a financing application submitted by a prospective customer is the 5C principle. The application of basic principles in providing financing and in-depth analysis of prospective customers needs to be carried out by Sharia Banks so that banks are not wrong in choosing and distributing funds so that the funds distributed to customers can be paid back in accordance with the agreed period. The 5C principles include (Ismail, 2014):

#### **1. Character**

Describe a character and also the personality of prospective customers. Banks need to conduct an analysis of the character of prospective customers with the aim of finding out that prospective customers have the desire to fulfill financing obligations that have been received until paid off. The Bank also wants to believe in the willingness to repay customers, which is a bank confidence in the willingness of customers to fulfill their obligations in accordance with the agreed period. The Bank wants to know that prospective customers have good character, are honest, and also have a commitment to repayment of their financing.

#### **2. Capacity**

This analysis is intended to determine the financial ability of prospective customers in fulfilling their obligations in accordance with the payment period. Banks need to know with certainty the financial capabilities of prospective customers in fulfilling obligations after the Islamic bank provides financing. This is very important because the main source of payment The better the prospective customer's financial ability, the better the likely the quality of payment.

### **3. Capital**

Capital is the amount owned by prospective customers and the amount of funds that will be included in the project financed. The greater the capital, the more convincing the bank will be of the seriousness of prospective customers in applying for financing and repayment.

### **4. Collateral**

Namely collateral provided by prospective customers for the proposed financing, collateral is the second source of payment. The Bank will not provide financing that exceeds the value of the collateral, except for the payment of certain things guaranteed payment by certain parties.

### **5. Condition of Economy**

Is an analysis of economic conditions, the Bank needs to consider the prospective customer's business sector which will be linked to economic conditions.

## **RESULTS AND DISCUSSION**

### **Implementation of BMT Rizwa Manba'ul 'Ulum Financing Product Marketing Strategy**

The following is an excerpt from an interview with Mr. Zekky Ahfas Fahrudin, S.Pd as marketing manager at BMT Rizwa Manba'ul 'Ulum. He explained that BMT Rizwa Manba'ul 'Ulum is a microfinance institution engaged in services, especially financing. BMT Rizwa Manba'ul 'Ulum offers various financing products such as blessing business capital financing, motor vehicles, electronic goods and furniture, as well as barokah multipurpose financing.

In implementing the marketing strategy of financing products, BMT Rizwa Manba'ul 'Ulum is more focused on maximizing services to the surrounding community and the Al Huda Manba'ul 'Ulum foundation. Al Huda Manba'ul 'Ulum Foundation itself is an organization that focuses on education and social activities in the neighborhood. BMT Rizwa Manba'ul 'Ulum is committed to working with this foundation to improve the welfare of the surrounding community. One example of cooperation carried out is by providing financing to various educational institutions under the auspices of the Al Huda Manba'ul 'Ulum foundation, such as RA Halimah Assa'diyah, MI Manba'ul 'Ulum Buntaran, and MTs Manba'ul 'Ulum.

In addition, BMT Rizwa Manba'ul 'Ulum also provides financing to the Al-Huda mosque and the Community Work Training Center (BLKK) which are part of the foundation. Through this collaboration, BMT Rizwa Manba'ul 'Ulum hopes to make a positive contribution to the surrounding community and help the Al Huda Manba'ul 'Ulum foundation in achieving their goals in improving community welfare. With a focus on service to the surrounding community, BMT Rizwa Manba'ul 'Ulum also hopes to expand the range of services and increase the trust of the surrounding community.

On the other hand, BMT Rizwa Manba'ul 'Ulum still has shortcomings in the focus of marketing financing product strategies to the wider community. Although it has made several promotional efforts, such as distributing brochures to the surrounding community, it is still limited and has not reached a wider target market. In the marketing strategy used, there are still shortcomings that need to be considered. One of the drawbacks is the lack of promotional activities carried out. Although the distribution of brochures is a form of promotion, it is not enough to reach

a wider range of potential customers. Thus, this causes the financing products offered by BTM Rizwa Manba'ul 'Ulum are still poorly known by the wider community.

In addition, the marketing strategy used does not cover various existing promotional media. For example, the use of social media or advertising in print and electronic media has not been maximized. In fact, the media can be an effective means to reach a wider target market. Therefore, BTM Rizwa Manba'ul 'Ulum needs to improve its marketing strategy by carrying out various promotional activities that are more varied and cover various media. In addition, it is also necessary to conduct a more in-depth market analysis to find out the needs and desires of potential consumers in order to adjust the products offered properly.

Thus, it is hoped that BTM Rizwa Manba'ul 'Ulum can focus more on marketing its financing product strategy to the wider community more effectively and efficiently. Thus, the financing products offered can be better known and in demand by the public, and can increase sustainable business growth.

### **Obstacles in the Implementation of BMT Rizwa Manbaul Ulum's Financing Product Marketing Strategy**

In carrying out the marketing strategy of financing products, BMT Rizwa Manba'ul 'Ulum Rejotangan Tulungagung has achieved success in reaching local communities and several Foundation institutions. However, through observations at BMT Rizwa Manba'ul 'Ulum, specific problems were identified related to the marketing strategy of financing products implemented. BMT Rizwa Manba'ul 'Ulum uses a marketing approach by distributing brochures to the public as an effort to increase the acceptance of its financing products. However, this strategy has not been able to achieve a significant level of interest on the part of customers.

Problems that arise can include lack of attractiveness or creativity in delivering messages through brochures, the possibility of low public understanding of the financing products offered, or strong competition in the local market. Therefore, it is necessary to conduct an in-depth evaluation related to the effectiveness of the marketing strategy that is being implemented. BMT Rizwa Manba'ul 'Ulum can consider a variety of marketing methods, such as digital campaigns or more interactive promotional activities, to increase public attraction and understanding of its financing products. Thus, it can be expected that the new marketing strategy can overcome the obstacles faced and increase customer interest and participation more optimally.

In addition, it is important to note that some areas are still in the red zone category. In this context, the red zone refers to groups of people who have a negative perception or view of the financing products presented by BMT Rizwa Manba'ul 'Ulum. As an illustration, some individuals may consider that the requirements of financing products offered by BMT Rizwa Manba'ul 'Ulum are too complex and burdensome. The impact of this problem can be multifaceted, including stagnation in the growth of the number of customers and a decrease in the level of public trust in the financing products available at BMT Rizwa Manba'ul 'Ulum. This phenomenon indicates the need for serious efforts to deal with this problem holistically. Problem management strategies can involve developing community education programs to provide a better understanding of financing products, explain the requirements process transparently, and respond proactively to community input and concerns.

In addition, BMT Rizwa Manba'ul 'Ulum may consider introducing more effective communication policies, including clearer delivery of information through various communication channels. Strengthening relations with local communities and potentially negative groups through social activities and joint cooperation can also be a strategic step to rebuild trust and create a positive perception of the financing products offered. With a comprehensive approach, it is

expected to optimize customer growth and improve the image of trust in financing products provided by BMT Rizwa Manba'ul 'Ulum.

### **Solutions in the Implementation of BMT Rizwa Manba'ul 'Ulum's Financing Product Marketing Strategy**

From the obstacles that arise in the marketing strategy of financing products, BMT Rizwa Manba'ul 'Ulum can consider several forms of marketing strategies to increase the number of customers, including:

#### **1. Always emphasize taking a family approach**

BMT Rizwa Manba'ul 'Ulum applies a family approach strategy to prospective customers. This approach involves a series of steps, where BMT actively communicates with prospective customers through telephone contacts. Furthermore, they also make direct visits to prospective customers' places to build more personal and deep relationships. This approach aims to create a closer bond, increase trust, and effectively attract new potential customers to join BMT Rizwa Manba'ul 'Ulum. This familial approach reflects BMT's commitment to building sustainable relationships with community members, creating a comfortable atmosphere, and ensuring that prospective customers' needs and expectations are deeply understood.

#### **2. Promoting Through Social Media**

In an effort to improve the marketing of financing products, BMT Rizwa Manba'ul 'Ulum can utilize social media as an effective promotional channel. The use of platforms such as WhatsApp, Instagram, Facebook, and TikTok can provide significant advantages in reaching potential customers with a wider scope. Through social media, BMT can communicate information about financing products, application processes, and benefits in a more interactive and engaging manner.

WhatsApp can be used to convey direct and detailed information to potential customers, Instagram and Facebook can be visual platforms for sharing interesting content, and TikTok can be used for a more creative and entertaining approach. By engaging in social media, BMT Rizwa Manba'ul 'Ulum can build a strong online presence, actively interact with the audience, and provide a platform for feedback and questions from the community.

It is important to ensure that the content presented is in accordance with Islamic values and provides clear information about financing products. With this approach, BMT Rizwa Manba'ul 'Ulum can optimize the use of social media as an effective tool in supporting their marketing strategy, bridging geographical limitations, and increasing the visibility and accessibility of financing products in an increasingly digitally connected society.

#### **3. Promoting Through Brochures**

Brochures, as a promotional medium, are tools that are generally applied in marketing activities. BMT Rizwa Manba'ul 'Ulum has the potential to create informative brochures detailing the financing products they offer. This brochure can serve as an effective communication tool that can be provided to prospective customers to provide a deep understanding of the various financing products available. Brochures also have the advantage of being able to be placed in strategic locations, such as community centers, shopping centers, or offices, to attract new potential customers. By conveying information clearly and in detail through brochures, BMT Rizwa Manba'ul 'Ulum can ensure that potential customers understand well the types of financing offered, the related requirements, and the benefits they can get.

In addition, the design and presentation of information in brochures can be optimized to attract the attention of the target market. Brochures can also be used as a tool to build a positive image and increase public trust in the financing products provided by BMT Rizwa Manba'ul

'Ulum. Thus, the use of brochures is not only a means of information but also as a strategic marketing tool that can help increase public visibility and understanding of the Islamic financing services offered.

#### **4. Conducting Socialization to the Surrounding Community and Through Foundation Activities**

BMT Rizwa Manba'ul 'Ulum has the potential to carry out wider socialization activities to the community. One approach that can be taken is to involve themselves in foundation activities, such as in RA (Raudhatul Athfal), MI (Madrasah Ibtidaiyah), and MTsN (Madrasah Tsanawiyah Negeri). Through participation in this educational environment, BMT Rizwa Manba'ul 'Ulum can convey information about financing products directly to the education community, providing students and parents with an understanding of the benefits of financing products that comply with sharia principles.

Thus, through socialization efforts involving education and strategic cooperation, BMT Rizwa Manba'ul 'Ulum can optimize the way they convey information, build community engagement, and positively influence public perception of the Islamic financing products they offer.

#### **5. Putting up banners in front of the office of BMT Rizwa Manba'ul 'Ulum**

In an effort to increase public understanding and knowledge about the financing products they offer, BMT Rizwa Manba'ul 'Ulum can consider banner installation as one of the marketing strategies. The installation of this banner can be done in front of the BMT office and other strategic locations that are frequented by the public. The banner can be designed with interesting information, including the existence of BMT Rizwa Manba'ul 'Ulum and available financing products. The content of the banner can include the advantages of financing products, sharia principles that are firmly held by BMT, and contact information that makes it easier for the public to contact BMT.

In addition, the installation of banners can provide a more conspicuous physical presence, strengthen brand image, and create greater awareness among the public. Strategic locations such as shopping malls, business areas, or other public places can be an effective option for putting up banners, maximizing exposure to potential target markets.

By utilizing banners as an outdoor marketing tool, BMT Rizwa Manba'ul 'Ulum can achieve a broader goal of increasing public awareness of the Islamic financing services they offer. This is also a practical way to provide information to the public without the need for direct interaction, so that it can create a significant impact in expanding BMT's marketing reach.

#### **6. Cooperate between Islamic Financial Institutions and other parties**

In addition, BMT Rizwa Manba'ul 'Ulum can establish cooperation with Islamic financial institutions and other parties. This kind of collaboration can open up opportunities to expand marketing reach. For example, cooperation with Islamic financial institutions can generate mutually beneficial synergies in disseminating information about Islamic financing products. Cooperation with others, such as local communities or social events, can also be an effective way to build closer relationships with the community and expand marketing influence.

Good cooperation has a key role in strengthening the Islamic financial industry and stimulating the growth of BMT Rizwa Manba'ul 'Ulum as a sharia-based financial institution. Through effective cooperation, Islamic financial institutions can expand their coverage and reach more levels of society who require financial services in accordance with sharia principles. The collaboration aspect also opens up opportunities to improve service quality and stimulate product

innovation offered by BMT Rizwa Manba'ul 'Ulum, so as to more effectively meet the needs and gain public trust in Islamic financial services.

Thus, solid collaboration between Islamic financial institutions and various parties can make a significant contribution in driving the development of the Islamic financial industry as well as BMT Rizwa Manba'ul 'Ulum in particular. Close collaboration creates synergies among stakeholders, enables the exchange of valuable knowledge and experience, and creates an environment conducive to mutual growth. The sustainability of this collaboration can generate widespread positive impacts, enrich the Islamic financial ecosystem, and make BMT Rizwa Manba'ul 'Ulum an increasingly resilient and trusted entity in providing financial services in accordance with sharia principles.

## CONCLUSION

Based on the results of the analysis and discussion above, it can be concluded that in implementing the marketing strategy of financing products, BMT Rizwa Manba'ul 'Ulum is more focused on maximizing services to the surrounding community and the Al Huda Manba'ul 'Ulum foundation. BMT Rizwa Manba'ul 'Ulum is committed to working with this foundation to improve the welfare of the surrounding community. One example of cooperation carried out is by providing financing to various educational institutions under the auspices of the Al Huda Manba'ul 'Ulum foundation, such as RA Halimah Assa'diyah, MI Manba'ul 'Ulum Buntaran, and MTs Manba'ul 'Ulum. In addition, BMT Rizwa Manba'ul 'Ulum also provides financing to the Al-Huda mosque and the Community Work Training Center (BLKK) which are part of the foundation. Through this collaboration, BMT Rizwa Manba'ul 'Ulum hopes to make a positive contribution to the surrounding community and help the Al Huda Manba'ul 'Ulum foundation in achieving their goals in improving community welfare. On the other hand, BMT Rizwa Manba'ul 'Ulum still has shortcomings in the focus of marketing financing product strategies to the wider community. Although it has made several promotional efforts, such as distributing brochures to the surrounding community, it is still limited and has not reached a wider target market. The problem in implementing the marketing strategy of financing products at BMT Rizwa Manba'ul 'Ulum is that BMT Rizwa Manba'ul 'Ulum uses a marketing approach by distributing brochures to the public as an effort to increase the acceptance of financing products. However, this strategy has not been able to achieve a significant level of interest on the part of customers. Problems that arise can include lack of attractiveness or creativity in delivering messages through brochures, the possibility of low public understanding of the financing products offered, or strong competition in the local market. In addition, there are still certain areas that are included in the red zone criteria, such as the presence of certain community areas that are included in the community area that have negative characters or thoughts about financing products at BMT Rizwa Manba'ul 'Ulum as there are some people who think that financing products at BMT Rizwa Manba'ul 'Ulum have very difficult and burdensome requirements. From the problems faced by BMT Rizwa Manba'ul 'Ulum, BMT Rizwa can carry out several forms of financing product marketing strategies in increasing the number of customers, including by always emphasizing a family approach, being more active in promoting through social media (Wa, Instagram, Facebook, and Tiktok), promoting through brochures, socializing to the wider community (people outside Buntaran Rejotangan village), put up banners in front of the BMT Rizwa Manba'ul 'Ulum office and in several other places. In addition, BMT Rizwa Manba'ul 'Ulum must also further regulate new marketing strategies by collaborating between Islamic financial institutions and other parties. This kind of collaboration can open up opportunities to expand marketing reach.

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