

***MARKETING STRATEGY OF EASY WADIAH AND EASY
MUDHARABAH SAVING INDONESIAN SHARIA BANK
TANGERANG CIPUTAT BRANCH OFFICE***

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ABSTRACT

In the current era, business competition is increasingly fierce in the banking sector and requires banks to be more determined in marketing and developing their products. In marketing it's products, banks certainly have their own way to attract public attention. Bank Syariah Indonesia Tangerang Ciputat Branch Office is a bank that has easy Wadiah and Easy Mudharabah savings products. In marketing it's saving products, Bank Syariah Indonesia Tangerang Ciputat Branch Office uses one of the programs, namely the Gift Party, which if the customer wants to take part in the program, the customer must have Easy Wadiah or Easy Mudharabah savings.

Keywords : Marketing, Savings, Progran

**STRATEGI PEMASARAN TABUNGAN EASY WADIAH DAN
EASY MUDHARABAH BANK SYARIAH INDONESIA
KANTOR CABANG TANGERANG CIPUTAT**

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ABSTRAK

Di era sekarang persaingan bisnis semakin sengit di bidang perbankan dan mengharuskan bank untuk lebih bertekad keras dalam memasarkan dan mengembangkan produk-produknya. Dalam memasarkan produknya, bank pastinya memiliki cara tersendiri agar dapat menarik perhatian masyarakat. Bank Syariah Indonesia Kantor Cabang Tangerang Ciputat merupakan Bank yang memiliki tabungan *Easy Wadiah* dan *Easy Mudharabah*. Dalam memasarkan tabungannya, Bank Syariah Indonesia Kantor Cabang Tangerang Ciputat menggunakan salah satu program yaitu Pesta Hadiah, yang jika nasabah ingin mengikuti program tersebut, maka nasabah harus memiliki tabungan *Easy Wadiah* atau *Easy Mudharabah*.

Kata Kunci : Pemasaran, Tabungan, Program