

**TINJAUAN PELAKSANAAN MOBILE BANKING MUAMALAT  
DIGITAL ISLAMIC NETWORK PADA BANK MUAMALAT KANTOR  
CABANG MELAWAI**

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**ABSTRAK**

Pesatnya kemajuan teknologi informasi sangat mempengaruhi sektor perbankan, Mobile banking merupakan layanan perbankan yang memungkinkan Anda melakukan transaksi perbankan dengan mudah tanpa harus datang ke bank, kecuali untuk melakukan penarikan tunai. Keuntungan dari mobile banking, nasabah dapat melakukan transaksi kapan saja, di mana saja tanpa batasan waktu. Industri Perbankan perlu aktif memasarkan layanan mobile banking. Pemasaran layanan mobile banking sangat diperlukan karena semua nasabah bank diharapkan dapat memanfaatkan produk mobile banking secara maksimal. Setiap bank perlu memiliki strategi pemasaran yang baik untuk mencapai tujuan pemasarannya. Jenis penelitian yang digunakan adalah Deskriptif Kualitatif dengan cara teknik pengumpulan data, analisis data. Bank Muamalat juga menerapkan konsep pemasaran 7P yaitu Product (Produk), Place (Tempat), Price (Harga), Promotion (Promosi), People (Orang), Process (Proses), dan Physical Evidence (Bukti Fisik).

Kata Kunci: Tinjauan Pelaksanaan, Mobile Banking

**REVIEW OF THE IMPLEMENTATION OF MOBILE BANKING  
MUAMALAT DIGITAL ISLAMIC NETWORK AT BANK  
MUAMALAT MELAWAI BRANCH OFFICE**

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***ABSTRACT***

*The rapid advancement of information technology greatly affects the banking sector, Mobile banking is a banking service that allows you to do banking transactions easily without having to come to the bank, except to make cash withdrawals. The advantage of mobile banking, customers can make transactions anytime, anywhere without time limits. The Banking Industry needs to actively market mobile banking services. Marketing of mobile banking services is very necessary because all bank customers are expected to take full advantage of mobile banking products. Every bank needs to have a good marketing strategy to achieve its marketing goals. The type of research used is Descriptive Qualitative, where this type of research is research that records, describes carefully a situation or phenomenon in research where this research is limited to revealing a situation based on facts. Bank Muamalat also applies the 7P marketing concept, namely Product, Place, Price, Promotion, People, Process, and Physical Evidence Muamalat DIN Mobile Banking Marketing Strategy carried out by Bank Muamalat, namely using marketing through Social Media and Walk In Customer.*

*Keywords: Implementation Review, Mobile Banking*