


## ANALYSIS OF GOLD PAWN PROMOTION STRATEGY AT PT BANK ACEH SYARIAH KUALA SIMPANG

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Article Info	ABSTRACT
<b>Keywords:</b> Direct Selling, Marketing Strategy	This study aims to analyze the types of gold pawn promotion strategies and evaluate the implementation of gold pawn strategies related to advertising, personal selling, sales promotion, and public relations at PT. Bank Aceh Syariah, Kuala Simpang Branch. and what are the obstacles in implementing these strategies. The results of this study indicate that the strategy is quite good, but there are still obstacles, namely the lack of human resources in the gold pawn section. Therefore, promotions in the public relations and direct sales sections cannot be carried out. However, for now, the strategy implemented has been very effective, seen from the increase in customers and revenue every year.
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### INTRODUCTION

Every company can increase its product sales by using an effective marketing system, as well as specific strategies in increasing the existing consumer market. The promotional strategies are strategies on advertising, personal selling, sales promotion, public relations. Promotion is one of the very important functions in a company, where promotion can increase sales volume. Based on observations at PT. Bank Aceh Syariah Kuala Simpang Branch, gold pawn is a new product at the bank. The promotional strategy used at PT. Bank Aceh Syariah Kuala Simpang Branch is still the same as the promotional strategy in general. It's just that the bank's promotional strategy is usually based on four things that are an important part to support the maximum of this strategy. The four things are advertising, personal selling, sales promotion and public relations. In advertising or promoting this new product, PT. Bank Aceh Syariah Kuala Simpang Branch has not been optimal, so that many people are still not aware of it and ultimately prefer other products.

Some promotions that have been carried out are only printed media made by the bank itself, such as brochures and posters displayed in front of the cashier. This has not been effective in attracting more customers. Although gold pawning is relatively new, people also pawn their gold at PT. Bank Aceh Syariah, Kuala Simpang Branch. Basically, although the public is more dominant in knowing that gold pawning is only available at pawnshops, however, with the new product at PT. Bank Aceh Syariah, Kuala Simpang Branch, it opens up opportunities for people to try gold pawning transactions. Because, as researchers see, gold pawning transactions at PT. Bank Aceh Syariah, Kuala Simpang Branch are not that

complicated. One of them is making it easier for customers when making transactions, namely the administration fees are not too heavy, the ujroh/rental fees are very cheap.

### **Promotion**

Promotion is a type of communication that provides convincing explanations to potential consumers about goods and services. The purpose of promotion is to gain attention, educate, remind, and convince potential consumers. According to Alma, 2018, Malau, 2017, "Promotion is a form of communication in marketing. What is meant by marketing communication is a marketing activity that seeks to disseminate information, influence, persuade, or remind the target market about the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company.

### **Promotion Strategy Indicators**

Tjiptono and Chandra in Nasrudin (2021:22), promotional strategy indicators consist of four, including: (1) Advertising, according to Mawara, "advertising is any form of presentation and promotion of ideas, goods or services in a non-personal manner by a particular sponsor that requires payment"; (2) Personal Selling, according to Sofjan Assauri, "personal selling is a relationship between two or more people face to face to create a reciprocal relationship in order to create, change, use and foster communication relationships between producers and consumers"; (3) Sales Promotion, according to G, Kismono in (Pondaag & Soegoto) "sales promotion is an effort to influence consumers and other parties through short-term activities, for example exhibitions and providing product samples" and (4) Public Relations, according to Frida Kusumastuti in Yusmawati (2017:3) public relations is a two-way communication activity with the public (company/organization), which aims to foster mutual understanding, mutual trust, and mutual assistance/cooperation.

### **Understanding Sharia Pawn (Rahn)**

In the language the meaning of the word rahn has the meaning of pawning, etymologically rahn can be interpreted as permanent and long or can also be called restraint and attachment. Rahn in terms has the meaning of holding an item or an item with a right that the item can be used as payment or can be used as collateral for the item. Ar-rahn also means pledging a debt with an item where the debt is required to be paid with it (the person who owes it) or can be with the proceeds from the sale of the item also the person who owes it cannot pay it off, and the item has financial or economic value According to Galini, Nia and Intan, 2020. "This understanding is based on the practice that if someone wants to owe someone else, he makes his property either in the form of immovable property or livestock under the control of the lender until the borrower pays off his debt". Pawning is not valid, except with hijab qabul, and both parties (who pawns the item and who receives the item) are required to carry it out purely. Description: the conditions for carrying out a pawn in a pure (absolute) manner mean that each party has the right to carry out the rules of the pawn, namely being an adult and of sound mind.

### **Principles of Sharia Gold Pawning**

The principles used in Islamic gold pawning, whether at Islamic banks or Islamic pawnshops, are no different from the principles of pawning in general. Starting from the requirements, administrative fees (costs), maintenance/storage fees, to the mechanism for selling pawned items when the pawning party is unable to repay their debt. According to Rumanda (2020:12), there are several things to consider in Islamic gold pawning, both at Islamic banks and at institutions that offer Islamic gold pawning products. The National Sharia Council in Fatwa No. 26 / DSN-MUI / III / 2002 states that the costs or fees borne by the pawner are based on actual expenses required. This means that the pawner must know the details and expenses incurred by the bank to carry out the pawn contract, such as material

costs, appraisal services, contract forms, photocopying, printing out, etc. The above also causes administrative fees to be paid upfront.

### **Gold Pawn Products**

The Islamic Gold Pawning Scheme, also known as Rahn financing at Bank Aceh Syariah, applies sharia principles with the Qardh, Rahn, and Ijarah contracts. This involves the transfer of physical ownership rights over valuables in the form of gold (gold bullion and/or jewelry and accessories) from the customer to the bank as collateral for the financing received. According to Safarida (2021:83),

"Gold-backed Qardh is the perfect solution for meeting immediate funding needs in accordance with Sharia principles. The disbursement process is very easy and fast, with secure collateral storage facilities. The advantages and benefits of gold rahn"

### **The Contract Used in Gold Installment Products**

There are two methods or ways used in gold installment products, namely; First, Qardh/qirad or mudharabah is a form of cooperation agreement in trade. The term qirad is used by the Hijaz people, while the Iraqis call it mudharabah. Thus, qirad and mudharabah have the same meaning (Arif, 2019:37). The second is Rahn. According to Surepno (2018:175) Pawn in Arabic is called rahn. Rahn means permanent, eternal, and collateral. According to Islamic law, rahn is holding a certain amount of property as collateral that is legally given, but can be taken back as ransom.

## **METHODS**

This study used qualitative research. The author used observation survey techniques, documentation, and literature review in data collection, namely through interviews with audiences and sources related to the research. Meanwhile, the data analysis method in this study is the Miles and Huberman model of field data analysis. Data analysis in qualitative research is carried out when the data is collected directly, and the data collection has a certain period. During the interview, the researcher has analyzed the answers being interviewed. If the interviewee's answers after being analyzed are unsatisfactory, the researcher can ask questions again to a certain stage that is considered credible. In this case, the researcher went directly to the research location, namely Bank Aceh, and interviewed marketing staff and customers. The data analysis process includes: First, Data Reduction (data reduction), which can be assisted by using electronic equipment or a small notebook. In this study, the data that has been collected from the results of interviews with marketing staff and customers, the researcher will recheck, discard unnecessary data in order to obtain correct and understandable results. Second, Data Display (data presentation), which can be done in the form of brief descriptions, charts, relationships between categories, and so on. The goal is to facilitate the reader's ability to draw conclusions. The reduced data will be presented in language that is easy to understand and understandable. Third, verification involves drawing tentative conclusions that will change if the field evidence is strong. This research begins after data collection, including interviews. These conclusions can lead to answers to the research questions posed by the informants. Only after the data has been presented in language that is easy to understand can conclusions be drawn.

## **RESULTS AND DISCUSSION**

Based on the research results above, it is known that there is information on the number of customers and annual income, as well as the names of research informants and their codes. Interview results from each informant will be written based on the codes determined based on the data in the following table:

**Table 1.** Number of Pawn Customers per Year

Year	Number of Customers	Income / Year
2020	56	1.3 billion
2021	187	3.3 billion
2022	234	5.4 billion

**Table 2.** Research Informant Names

No	Informant Code	Informant's Origin Agency	Position
1	Erizal	Bank Aceh, Kuala Simpang Branch	Marketing Staff
2	Abdi Kusuma	Bank Aceh, Kuala Simpang Branch	Pawn Officer

The table above contains information on the number of customers and annual revenue, along with the names of the research informants and their codes. Interview results from each informant will be transcribed based on the codes specified above. Promotion Strategy for Gold Pawn Financing at Bank Aceh Syariah Kuala Simpang Branch to increase sales or services. In promoting pawn products, a strategy is needed, namely:

1. Advertising  
This is done to attract the attention of customers or clients, this is done through persuasive messages in the form of images, videos, or words regarding the products or services being offered.
2. Personal sales  
An offer made verbally to make an offer to a potential customer in order to create a good relationship and create a sale between the two parties.
3. Seller promotion  
Businesses that offer products or services to potential customers, it is hoped that this promotion will provide an attraction to buy the products offered.
4. Public relations  
Public relations is known as the part of an organization that is tasked with communicating with the public, either in the form of one-way or two-way communication.

The promotional strategies used are advertising media, personal selling, sales promotion, public relations, and direct marketing. Of the five strategies, two have not been implemented, namely public relations and direct marketing. Due to the lack of human resources in the gold pawn section of Bank Aceh Syariah Kuala Simpang Branch. It is hoped that in the future, additional employees can be added to the pawn section, in order to more intensively market products to the outside community.

For other strategies, it has been very effective, especially with the advantages of pawning gold at Bank Aceh Syariah Kuala Simpang Branch. These include very low *ujroh*/rental fees of 4,500/gram/month, optimal loans according to collateral, loans can be extended, safe collateral storage, repayment can be made at any time, the process is very easy and fast. And also with year-end promotions, Eid and other major holidays, it is very attractive for people to pawn their gold at Bank Aceh Syariah Kuala Simpang Branch. In addition, Bank Aceh also pays great attention to service, by providing the best to its customers, so that customers feel comfortable pawning their gold at Bank Aceh Syariah Kuala Simpang Branch.

## CONCLUSION

From the results of the discussion, the author conducted an analysis of gold pawn

promotions at Bank Aceh Syariah, Kuala Simpang branch, and it can be concluded that in general the strategies used are quite good and effective by looking at the list of customers and income each year. In addition, the promotions carried out also attract a lot of customer interest, especially in the sales promotion strategy, there are lots of prizes given by Bank Aceh to attract people to pawn their gold, not to mention the *ujroh* fee is also very cheap, this is what makes many people pawn their gold at Bank Aceh Syariah, Kuala Simpang branch. However, in reality, there are still obstacles faced by Bank Aceh Syariah, Kuala Simpang branch, namely the shortage of human resources in the gold pawn section, therefore promotions in the public relations and direct sales sections cannot be carried out. but for now the strategy carried out has been very effective seen from the increase in customers and income every year. It is hoped that in the future, Bank Aceh Syariah can add officers in the gold pawn section to be more aggressive in marketing its products, and the work will be more effective and efficient because Bank Aceh Syariah has more than one pawn employee.

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