

ABSTRACT

ISLAMIC LAW REVIEW OF PRODUCT PROMOTION ETHICS WITH SALES PROMOTION GIRL

(CASE STUDY IN WARDAH SEMARANG BRANCH OFFICE)

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Marketing activities have a very important role in the business world, this is because marketing is a factor that greatly influences the progress of a company. In the business world, a business person uses various ways to attract people to be interested in buying their products. In facilitating the marketing of their products, one of the methods used is promotion that uses the services of SPG (Sales Promotion Girl). SPG (Sales Promotion Girl) is a woman who promotes a product or sells it directly to customers. In the modern era, it is not uncommon for business people to use these services. The goal is to boost sales and revenue of these products. As an SPG (Sales Promotion Girl) that promotes a product, of course they must pay attention to the ethics that have been observed by the Islamic religion. This is important to maintain Islamic values and not get out of Islamic law.

This study aims to determine product promotion with sales promotion girl (SPG) in Wardah Semarang and analyzing it's promotion ethics in the perspective of Islamic law. The method of this research is descriptive qualitative approach to data reduction, data presentation and conclusion drawing. In collecting data, researchers use the method of observation, interviews and documentation.

The results of this study are promotions carried out by sales promotion girls (SPG) accordanced to Islamic law a such as do not promote the unlawful ingredients, coercion, excessive, false promises and other means that are not permitted by Islamic shari'a.

From this research, researchers suggest that they are expected to always maintain the existing of sharia law.

Keywords: Marketing, Promotion, SPG, Islamic values, Islamic Law.