

**ANALYSIS OF ISLAMIC MARKETING STRATEGY WITH
THE ECONOMIC PROTECTION SYSTEM TO THE PROFIT
OF PONDOK MODERN DARUSSALAM GONTOR BUSINESS
UNIT (CASE STUDY OF GAMBIA MART PONDOK MODERN
DARUSSALAM GONTOR PONOROGO)**



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ISLAMIC ECONOMICS PROGRAM

FACULTY OF ECONOMICS AND MANAGEMENT

UNIVERSITY OF DARUSSALAM GONTOR PONOROGO

2024/1446

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GAMBIA MART PONDOK MODERN DARUSSALAM GONTOR
PONOROGO)**

A THESIS

Presented

In Partial Fulfilment of Requirements
to Complete the Licentiate Program
Departement of Islamic Economics
Faculty of Economics and Management

By

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ABSTRACT

In Gontor village, Mlarak District, Ponorogo Regency, there is Pondok Modern Darussalam Gontor which has been carrying out its activities since 99 years ago. Islamic boarding schools whose environment is integrated with the community without barriers have thousands of students from all over the country and even abroad. This boarding school has many branches and alumni cottages spread across various regions in Indonesia. In his almost a century of age with many branches, students and alumni, he has become a *role model* in the pesantren management system for existing Islamic boarding schools, especially Islamic boarding schools that join the *Mu'la* Islamic boarding school. Indirectly, this boarding school is also a reference in taking policies on the economic relationship between the Islamic boarding school and the surrounding community. Pondok Modern Darussalam Gontor since its establishment has not used its students' money for the development of the boarding school and the welfare of teachers, but for the results of the business units managed by the boarding school. Where there is one application of the system in the economy, namely the Islamic marketing system with a protection economy, which has great benefits because it can develop a cottage with the theory of money circulation in the cottage itself.

Keywords: Islamic Marketing, Strategy, Economic Protection, Profit

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ABSTRAK

Di Desa Gontor, Kecamatan Mlarak, Kabupaten Ponorogo, terdapat Pondok Modern Darussalam Gontor yang telah menjalankan kegiatannya sejak 99 tahun lalu. Pesantren yang lingkungannya menyatu dengan masyarakat tanpa hambatan memiliki ribuan siswa dari seluruh penjuru tanah air bahkan luar negeri. Pondok pesantren ini memiliki banyak cabang dan pondok alumni yang tersebar di berbagai daerah di Indonesia. Di usianya yang hampir satu abad dengan banyak cabang, siswa dan alumni, ia telah menjadi *panutan* dalam sistem manajemen pesantren untuk pesantren yang ada, khususnya pesantren yang bergabung dengan pesantren *Mu'la*. Secara tidak langsung, pondok pesantren ini juga menjadi acuan dalam mengambil kebijakan hubungan ekonomi antara pesantren dengan masyarakat sekitar. Pondok Modern Darussalam Gontor sejak berdiri tidak menggunakan uang siswanya untuk pengembangan pondok pesantren dan kesejahteraan guru, melainkan dari hasil unit usaha yang dikelola oleh pondok pesantren. Dimana ada satu penerapan sistem dalam perekonomian yaitu sistem pemasaran syariah dengan ekonomi perlindungan, yang memiliki manfaat besar karena dapat mengembangkan pondok dengan teori peredaran uang di pondok itu sendiri.

Kata Kunci: Pemasaran Islam, Strategi, Ekonomi Proteksi, Keuntungan

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كلية الاقتصاد والادارة

APPROVAL OF SUPERVISOR

To Honorable,
Dean of Faculty of Economics and Management
University of Darussalam Gontor

Bismillahirrahmanirrahim,
Assalamu'alaikum Wr, Wb

I have to honour to present this thesis written by:

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It has been processed and corrected to fulfill of the requirement for Undergraduate program in Islamic Economics, Faculty of Economics and Management. Therefore, we request that the thesis could be examined soon.

Wassalamu'alaikum Wr, Wb.

Ponorogo, Rab. Akir 6th, 1446 H

October 10th, 2024

Supervisor,

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STATEMENT OF ORIGINALITY

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I declare that this thesis has been composed solely by myself and that it has not been submitted, in whole or in part, in any previous application for a degree. Except where states otherwise by reference or acknowledgment, the work presented is entirely my own.

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ACKNOWLEDGMENT

In the name of Allah, the beneficent, the merciful, praise be to Allah the Lord of the world, the Owner of the Day of Judgment. Pray and peace be upon Prophet Muhammad SAW, his families, companions, and his followers.

With the mercy and blessing of Allah SWT, I could complete this thesis of bachelor. Therefore, I would like to extend my gratitude to those in graduate study at the University of Darussalam Gontor. Besides, I wish to extend my appreciation due to the following:

1. The Honor Headmasters of Modern Pesantren Darussalam Gontor, K.H. Hasan Abdullah Sahal, Prof. Dr. K.H Amal Fathullah Zarkasyi, M.A and Drs. K.H. M. Akrim Mariyat, Dipl.A.Ed, who has sincerely given me the most incredible opportunity to dedicate myself to this institution.
2. The Rector of the University of Darussalam Gontor, Prof. Dr. K.H. Hamid Fahmy Zarkasyi, M.A. Ed, M.Phil. and his vices and the whole lecturers of the University of Darussalam Gontor. This simple thesis is an outcome of the long journey process of my study in the hands of the Gifted.
3. The Dean Faculty of Economics and Management, Dr. Hartomi Maulana, M.Sc.
4. The Head of the Islamic Education Departement, Dr. Mufti Afif, Lc., M.A., for the priceless knowledge.
5. My worthy supervisor, Assoc. Prof. Dr. Drs Y. Suyoto Arief, M.S.I. who had sincerely taught me not only invaluable new knowledge but also everything, advised and motivated me when I was drowning in the confusion of doing a thesis project until I had done it perfectly.
6. To my father Kolonel Laut (Purn) Drs. Yayan Sugiana, thank you for always fighting for the author's life. to my beloved mother Dra. Nurhajati who never stopped giving love and prayers and always motivated the author to complete his studies.

7. To my brother and sisters, Mohammad Dihya Al Qolby, Nur Amalina Bestari A.Md. Li who never stopped giving love and prayers and always motivated the author to complete his study.
8. To my best support system, DG Audio staff, DG Audio team, Central Information Staff, All Of Inspiring Generation graduate 2018, And All of Integrated Generation graduated 2024.
9. Finally, thank you to myself for being able to try hard and struggle so far.

I ask Allah to avenge their deeds, forgive their sins, write success for them, reward them with the best reward and happiness, and help them in their work. And may Allah reward them in proportion and bless them for them and bless them, and may this humble thesis be valuable and useful for readers, especially researchers. Finally, the researcher would like to offer her most profound respect and gratitude to all her companions for their support and help in completing this thesis. May Allah give great rewards in this world and hereafter.

Ponorogo, 7th of October 2024

The Researcher,

Mohammad Dhabithul Haqqi

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DEDICATION

Millions and countless thanks to My Lord The Almighty,

Allah Subhanahu Wa Ta'ala.

Shalawat and Salam to the prophet Muhammad SAW

With the sincerity of my heart, I dedicate this thesis to

My beloved parents,

“ Kolonel Laut (Purn) Drs. Yayan Sugiana and Dra. Nurhajati ”

Who instilled in my conscience a love of effort and gratitude and filled me with a love of knowledge in life. Who taught me a life, guided me with patience, loved me infinitely for a long time, cared for me with all affection, gave me the best upbringing, and nourished me with their pure advice. Therefore, I pray that Allah forgives their sins, elevate them to the highest rank, grant them success in their work, and may He bestows His mercy upon them. And for my beloved brother

And Sisters,

Mohammad Dihya Al Qolby, Nur Amalina Bestari A.Md. Li

Those who encourage me a lot to seek knowledge and accompany me and entertain me always, their presence is a big encouragement in my life to become a better person. May Allah reward and grant them success in their affairs and guide them to goodness in their every step.

*And I say thank you from a sincere heart to my supervisor **Assoc. Prof. Dr. Drs Y. Suyoto Arief, M.S.I.**, who has guided, taught, and directed me with patience and sacrifice. And to my beloved teachers and lectures of the University of Darussalam Gontor, who have motivated me to keep going and rise so that I can struggle and reach this stage.*

I want to express my deepest gratitude to my beloved friends who have given me attention and advice and helped me during the work of this final project.

MOTTO

وَمَا كَانَ الْمُؤْمِنُونَ لِيَنفِرُوا كَآفَّةً ۚ فَلَوْلَا نَفَرَ مِن كُلِّ فِرْقَةٍ مِّنْهُمْ طَائِفَةٌ لِّيَتَفَقَّهُوا فِي الدِّينِ وَلِيُنذِرُوا قَوْمَهُمْ إِذَا رَجَعُوا إِلَيْهِمْ لَعَلَّهُمْ يَحْذَرُونَ

Tidak sepatutnya bagi mukminin itu pergi semuanya (ke medan perang). Mengapa tidak pergi dari tiap-tiap golongan di antara mereka beberapa orang untuk memperdalam pengetahuan mereka tentang agama dan untuk memberi peringatan kepada kaumnya apabila mereka telah kembali kepadanya, supaya mereka itu dapat menjaga dirinya.

(Q.S. At Taubah : 122)

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