

---

## **Analysis of Gold Installment Marketing Strategy at Bank Syariah Indonesia Subang Pamanukan Branch Office in Increasing Sales**

**Vina Agustina<sup>1✉</sup>, Karyono<sup>2</sup>, Zumara<sup>3</sup>**

<sup>1,2,3</sup> Sekolah Tinggi Agama Islam Darussalam Kunir

Correspondence Email<sup>✉</sup> : [vina@darussalamuniversity.ac.id](mailto:vina@darussalamuniversity.ac.id)

---

Submitted : 2025-03-27 ; Accepted: 2025-04-20 ; Published: 2025-04-21

---

### **Abstract**

The core issue is understanding the unique marketing strategies and sales advantages of gold installment products at BSI KCP Subang Pamanukan that distinguish it from other Islamic banking branches. This article aims to analyze the marketing strategy of gold installments to increase sales at BSI KCP Subang Pamanukan. Gold Installments is a BSI product that has interest in the community because it offers many benefits for those who want to invest and want stable gold prices. Gold investment is a way to invest now and have benefits in the future. This research method uses a qualitative research method aimed at understanding marketing strategies contextually. Primary data sources are taken from interviews with related parties, secondary data sources are taken from literature in the form of publications and written narratives related to the gold installment marketing strategy. The type of data used is qualitative data. Data collection techniques are taken by interview supported by literature tracking related to the gold installment marketing strategy. Data analysis techniques are in the form of descriptive analysis techniques, analysis techniques on the marketing strategy of gold installment products and increasing their sales. Based on the research conducted, it resulted in a marketing strategy at BSI KCP Subang Pamanukan that the gold installment marketing strategy used is by utilizing social media, distributing brochures, and educating about the benefits of gold investment. Gold sales at BSI KCP Subang Pamanukan experience significant developments every year. The implications of the results of this study are to provide a strategic roadmap for Islamic banking institutions to improve the marketing of gold installment products by offering a targeted approach, flexible options, and customer-centric strategies that can improve sales performance and accessibility of financial products.

**Keywords:** Gold Installments, Investment, Profit, Marketing, Strategy

---

## INTRODUCTION

This research is motivated by the many variations of strategies carried out at BSI regarding gold installments. Islamic banking in Indonesia is an institution engaged in the financial sector in accordance with Islamic principles. The function of Islamic banking is to collect and distribute funds from the community to the community. Gold installment products are one of the products that are quite in demand by the community, because gold installment products provide benefits to customers who want to invest and relatively stable gold prices (Sari 2017; Sudarmansyah and Armayani Hasibuan 2022; Syafawani 2022).

There has been a lot of research on marketing strategies, including: *the first* was conducted by Ramadhan et al. in implementing digital marketing strategies carried out at BSI KCP Semarang Banyumanik related to promotions for gold installment products, this was done so that customers would be more interested in doing it in Islamic banking. The strategies carried out include fintech or financial technology, online advertising, referral marketing, social media, and content marketing. Connecting pawning sales officers with customers on the internet, this is one of the strengths of the marketing strategy carried out (Ramadhan et al., 2022).

*Second*, the research conducted by Azizah et al. at BSI KCP Magelang Gatot Soebroto, the implementation of marketing strategies is carried out using several aspects such as process, product, price, and place. The breadth of marketing is covered periodically. The latest information regarding gold installments can also be useful because customers will be interested if the price of gold is decreasing or when the price of gold is increasing. This is useful so that customers are encouraged to make gold installment products (Azizah et al., 2023).

*Third*, research conducted by Avi and Basir at BSI KCP Pulau Panjung to carry out a marketing strategy for gold installment products was carried out, such as obstacles when BSI KCP Pulau Tanjung marketed gold installment products, namely when customers who made gold installments objected to a down payment of 20% and customers did not know about the existence of gold installment financing products and customers did not know much about the margin of gold installment products (Avi Yogi & Basir, 2023).

*Fourth*, Research conducted by Rosinta et al. at BSI KCP Indramayu to carry out marketing strategies by visiting and offering directly to customers when they are in customer service. This is done so that gold installment products develop and customers are informed that gold installments are available in Islamic banking, not only in non-banks. The banking party also hopes to be able to benefit customers, especially Muslims, about Islamic banking (Rosinta et al., 2024).

*Fifth*, research conducted by Safira et al. at BSI KCP Probolinggo found that there is an effective marketing strategy for old customers, namely the Wa blast strategy, WhatsApp Blast is an official feature of the WhatsApp Business API that allows senders to send mass messages to many recipients at once. However, for new customers with a personal sales approach. The implementation of this strategy has made many customers interested in gold installment products. Most of them make gold installments, making customers hesitate to finance gold installments. When customers know the benefits of financing gold installments, customers do not hesitate to make gold installments (Safira et al., 2024).

While previous studies have explored gold installment marketing strategies in various Bank Syariah Indonesia (BSI) branches using methods such as digital marketing, direct customer visits, WhatsApp blasts, and price information strategies, there is a lack of

comprehensive research specifically focusing on the unique marketing approaches and sales advantages of gold installment products at BSI KCP Subang Pamanukan. The existing research has primarily examined different branch-specific strategies, but has not provided a holistic analysis of the marketing techniques and their effectiveness in increasing sales at the Subang Pamanukan branch, which represents a significant research gap that this study aims to address.

Several studies above show that the gold installment marketing strategy has been widely implemented in Islamic banking which provides offers to customers such as socializing or visiting customers, with financial technology and providing the latest information on gold prices. Based on several previous research results on the gold installment marketing strategy that have been widely implemented, the focus of this research lies in the marketing strategy and advantages of gold installments at BSI KCP Subang Pamanukan in increasing sales. This is different from research that has been conducted by previous researchers.

## **RESEARCH METHODOLOGY**

This study uses a qualitative research method in the form of sentences, according to Moleong in his book describing qualitative research as a research procedure that produces descriptive data obtained from the process of observation and interviews in the form of written or spoken words from people or behaviors observed to understand in depth (J. Moleong, 2010) . This research procedure was carried out through observation and interviews which produced descriptive data related to the gold installment marketing strategy.

The data sources taken in this study are the results of interviews obtained directly by researchers with related parties. According to Sugiyono, primary data is as follows: Primary sources are data sources that directly provide data to data collectors. (Sugiyono, 2012) . While secondary data sources are obtained from literature in the form of publications and written narratives related to gold installment marketing strategies . Secondary data sources are data that have been collected by other parties and are available for research purposes (Sugiyono, 2012) .

The type of data used in this study is qualitative, qualitative data in the form of interviews and analysis of published literature and written narratives or documents about gold installment marketing strategies.

Data collection techniques are carried out through observation or interviews and literature tracking, the collection technique is in the form of observations on marketing strategies and implementation of gold installments at BSI KCP Subang Pamanukan.

Data analysis techniques are steps to compile data systematically, the results obtained are in the form of field records and interviews (Sugiyono, 2014) . Data analysis techniques are descriptive analysis, namely analyzing the implementation of the gold installment program and the gold installment marketing strategy.

## **RESULTS AND DISCUSSION**

### **Marketing Strategy**

In the journal Arifa et al. according to Khan, Marketing is a process of determining prices, promotions and distribution of goods or services in order to have results and aims individually or as a group of people. Customer satisfaction by providing services needed by customers, and easy to get goods or services. Islam views marketing as one of the mandatory activities and contains Islamic values in it, the marketing carried out must also not contain things that can harm every human being. Silaturahmi and communication are marketing

activities that can be separated when promoting products, both goods and services (Arifa Aprilia Putri David et al., 2022) .

Some factors that can influence business demand for a particular product are the marketing mix, or the overall goal of a business's marketing efforts. According to Firli Musfar, the marketing mix is a good marketing tool that combines elements of product development, pricing, advertising, and distribution to produce the desired target market. According to Nasuka 2020, the Islamic marketing mix, also known as the "Islamic Marketing Mix," is a collection of several Islamic marketing elements used when marketing to be channeled into the market in a manner that is in accordance with Islamic teachings (Adinda Putri & Ardyansyah, 2023) .

Businesses will benefit from effective and efficient marketing, which allows them to generate profits. However, companies will definitely face challenges when marketing their products. The solutions offered when problems occur in marketing constraints include, marketing must continue to update gold installment brochures, considering that gold prices tend to increase at this time, and marketing must visit customers rather than just waiting for customers to come to the bank (Avi Yogi and Basir 2023)

### **Gold Installment Products**

One of the products available at BSI is the gold installment program because it has advantages and can be used for long-term investment (Sudarmansyah & Armayani Hasibuan, 2022) . For financing the gold installment program at BSI, the murabahah contract is used. Customers are given the opportunity by the bank to finance gold by installments, the gold given is gold bullion (Agustin, 2022) .

In the products available at Bank Syariah Indonesia such as installment gold is safer, also has advantages, professional, easy, and liquid services are some of the advantages of BSI gold installment products. The client's gold is guaranteed safely. The costs managed are also relatively cheap and also offer good service. If you need gold, you can buy it because it is an easy way and you can also pawn it (Zeiniye, 2023) .

According to Diki, when customers want to make gold installments at BSI, the gram levels start from 1-150 grams, which are within a period of 1-5 years. When making a DP or initial fee, currently what BSI uses can be 5-10%. The gold given to customers is Antam Precious Metal, BSI chooses Antam gold because Antam gold is internationally certified. The price of gold continues to increase every year due to inflation (Nur Ikhsan 2024)

One of the soft metals is gold, gold is also resistant to corrosion and easy to forge. Gold has been used for transactions since ancient times. The concentration of magma on the surface is the process that produces gold. Thus, the product in installments of gold found in BSI means that people have Antam gold bullion in installments and allow them to invest (Avi Yogi & Basir, 2023) .

In the process of financing BSI gold installment products, when customers want to finance, some customers do not even know about the DSN MUI fatwa. Because it explains the explanation in depth. They agree that gold and silver are goods that can be traded in the market according to the situation , and they no longer have a price because people have urgent needs. Which can damage the interests of others and also cause them to experience difficulties. If not given permission to sell in installments. The community will experience great difficulties if this debt door is closed, namely buying and selling gold in installments (Jureid 2023).

Most gold installment products are subject to administration fees, such as stamp duty, and insurance. The requirements for gold installments are as follows: Indonesian citizens, employees aged at least 21 to 55 years, retirees aged at least 70 years when financing is due, and professionals and self-employed aged at least 60 years. Clients only need to submit an Identity Card (Zulfikar Hafizd 2021). Customers also get many benefits from gold installment products, because investing in gold has advantages over investing in money because gold cannot be affected by inflation, buying and selling gold is relatively easy, because gold increases every year and the margins offered are very competitive.

In the DSN MUI fatwa No: 77/DSN-MUI/V/2010, buying and selling gold in a non-cash manner (installments) is openly valid (mubah, ja'iz) in accordance with the law (money). According to Sundari, there are the following limitations and provisions: first, an increase in the selling price (tsaman) is not permitted, but during the contract extension period which begins after the initial term of the agreement ends. Second, gold obtained with unreliable funds cannot be guaranteed (rahn). In accordance with Islamic law, if there is a difference in interpretation in the future, a new fatwa will be issued and the previous fatwa will be canceled. Because the Gold Installment financing is used as a buying and selling system between the provider and the consumer, the Murabahah contract is used (Adinda Putri & Ardyansyah, 2023)

The legal basis regarding the murabahah contract is QS. An-Nisa verse 29

يَا أَيُّهَا الَّذِينَ آمَنُوا لَا تَأْكُلُوا أَمْوَالَكُم بَيْنَكُم بِالْبَاطِلِ إِلَّا أَنْ تَكُونَ تِجَارَةً عَنْ تَرَاضٍ مِّنْكُمْ وَلَا تَقْتُلُوا أَنْفُسَكُمْ إِنَّ اللَّهَ كَانَ بِكُمْ رَحِيمًا

Translation of the Quran of the Ministry of Religion:

29. O you who have believed, do not consume your neighbor's property in an unlawful way, except in the form of a business on the basis of mutual greed among you. Do not kill yourselves. Indeed, Allah is Most Merciful to you.

### **Gold Installment Marketing Strategy at BSI KCP Subang Pamanukan**

The gold installment marketing strategy carried out at BSI KCP Subang Pamanukan includes giving souvenirs, this is included in the marketing strategy. There is also a price discount which was originally 20% Dp to 10%, if the payroll at BSI can be 5% for priority customers 0% when they want to finance gold installments. You can also invite from the community or hold a seminar then the head of the community is also given something. The seminar that was held also discussed the importance of gold investment, why people should save gold not just in ordinary savings. Gold investment is carried out so that in the future there will be no shortage of money, of course with gold investment (H. Prasetio, personal communication, 2024) .

Because gold installments are installments, installments that are debited every month. So every month must be to pay installments, then the target market or target must be people who have an income every month. People who have an income every month in the sense that people who have a salary every month. For farmers like the Pamanukan community, it is likely that BSI will think too much first. Because sometimes there are some farmers who are

responsible for installments every month and some are not. So the target is people who have an income every month. Be it employees or traders. What is clear, not farmers because farmers, their income is per season. If traders get income every day. It can be accumulated for each month. Especially employees because they get income every month. The marketing target for selling gold, to people who have an income every month, both traders and employees. However, BSI KCP Subang Pamanukan continues to try, one of the strategies is by presenting to customers and offering it to mothers who like gold. Many young people also prefer gold bars as an investment because it is safer than gold jewelry.

The method used is also by distributing brochures, socialization in offices or when there is a special exhibition for traders, the bank will come there to distribute brochures and education. Education for gold installments that have been carried out at BSI KCP Subang Pamanukan, BSI educates employees (R. Hidayat, personal communication, 2024) .

Marketing carried out for gold installments at BSI KCP Subang Pamanukan uses brochures to be distributed to customers who come to the BSI Pamanukan office. Whether it is for saving, pawning, or financing purposes. BSI Pamanukan employees distribute brochures when receiving customers. And also using social media as marketing carried out in the digital era.

### **Increase in gold installment sales at BSI KCP Subang Pamanukan**

The gold installment sales strategy at BSI Pamanukan continues to show significant improvements and developments every year. This can be seen from the bank's efforts to develop a gold installment program through product innovation, service improvements, and attractive promotions such as providing souvenirs. This strategy includes easy application requirements, flexible tenors, and competitive margin offers. In addition, BSI Pamanukan actively educates the public about the benefits of gold investment, both for long-term goals and asset value protection (H. Prasetio, personal communication, 2024) .

This increase is also supported by public trust in BSI as a sharia financial institution, which offers products in accordance with sharia principles. With a consistent and targeted strategy, the gold installment product at BSI Pamanukan is not only an investment solution that is in demand by the public, but also makes a significant contribution to the overall growth of BSI's business (R. Hidayat, personal communication, 2024) .

**Table 1. Gold Installment OS Data**

<b>Month</b>	<b>2023</b>	<b>2024</b>
January		2.50
February		2.60
March		2.80
April		2.80
May		2.90
June	1.50	
July	1.80	
August	2.00	
September	2.10	
October	2.00	

November	1.90
December	2.10

The research on gold installment marketing strategies at BSI KCP Subang Pamanukan has significant **implications** for Islamic banking practices, providing insights into targeted marketing approaches that can enhance product penetration and customer acquisition. By demonstrating the effectiveness of strategies such as tailored promotional techniques, flexible down payment options, educational initiatives, and targeted marketing to specific demographic groups with consistent monthly incomes, the study offers a comprehensive framework for other Islamic banking branches to improve their gold installment product marketing. Moreover, the research highlights the importance of understanding local market dynamics, customer preferences, and the potential of gold as an investment product, which can potentially guide future product development, service customization, and strategic planning in the Islamic banking sector, ultimately contributing to increased financial literacy and more accessible investment opportunities for customers.

## CONCLUSION

The gold installment marketing strategy at Bank Syariah Indonesia KCP Subang Pamanukan is considered quite successful. Because in Pamanukan, the community has a lot of gold, in terms of gold installments at BSI KCP Subang Pamanukan, it is better than other branches because the potential of the area is also better and many are interested. So, one of the advantages of BSI KCP Subang Pamanukan is its supportive geographical location. However, to carry out a marketing strategy, it must be quite an effort, sometimes the bank has difficulty. Because the image in society is that gold is used not to be stored as an investment. Although the bank offers, sometimes customers refuse because it is useless to buy gold but not used. One alternative is through socialization. The gold installment marketing strategy used is by utilizing social media, distributing brochures, and educating about the benefits of gold investment through education that includes the benefits of gold investment. Utilization of Digital and Social Media uses digital platforms, such as social media, to make it easier for customers to access information online. This is in line with the digitalization trend in banking and facilitates access to investment products. With a strong marketing strategy and good implementation, it also seeks to make the gold installment program one of the leading investment instruments among people who want to invest in sharia. For increasing sales at BSI KCP Subang Pamanukan, each year there has been significant development.

Based on the research findings, it is **recommended** that BSI KCP Subang Pamanukan continue to refine its gold installment marketing strategy by: 1) expanding digital marketing efforts through more sophisticated social media campaigns and targeted online content, 2) developing more comprehensive educational programs about gold investment that reach broader demographic groups, 3) creating more flexible down payment options and customized packages for different customer segments, especially targeting young professionals and traders, 4) leveraging the branch's geographical advantage by developing localized marketing approaches that resonate with the Pamanukan community's specific financial needs, and 5) investing in continuous employee training to enhance product knowledge and sales techniques, with a particular focus on effectively communicating the long-term investment benefits of gold

installments and aligning the product with Islamic financial principles to build greater customer trust and understanding.

## REFERENCES

- Adinda Putri, Nur, and Farid Ardyansyah. 2023. "Implementasi Islamic Marketing Mix Pada Produk Cicil Emas Di Bank Syariah Indonesia (BSI) Kantor Cabang Basuki Rahmat Surabaya Dalam Perspektif Ekonomi Islam." 5(6): 6–7. doi:10.47467/alkharaj.v5i6.3651.
- Agustin, Tiara. 2022. "Prosedur Pembiayaan Produk Cicil Emas Di Bank Sumselbabel Syariah Cabang Muhammadiyah Palembang." 2(1): 2–13. doi:https://doi.org/10.36908/jimpa.v2i1.67.
- Arifa Aprilia Putri David, Nabila, Muhammad Iqbal Fasa, and Suharto. 2022. "IMPLEMENTASI STRATEGI MANAJEMEN PEMASARAN BANK SYARIAH DI ERA REVOLUSI INDUSTRI 4.0 DI INDONESIA." *JURNAL LABATILA* 6(2). doi:https://doi.org/10.33507/lab.v4i01.
- Avi Yogi, Gilar, and Gusril Basir. 2023. "Analisis Strategi Pemasaran Produk Cicil Emas Dalam Meningkatkan Jumlah Nasabah Pada Bank Syariah Indonesia LCP Pulau Punjung Kabupaten Dharmasraya." 2(2): 2–9. doi:https://doi.org/10.55903/juria.v2i2.82.
- Azizah, Anisatul, Yeny Fitriyani, and Purwanto. 2023. "Analisis Strategi Pemasaran Produk Cicil Emas Di Bank Syariah Indonesia KCP Magelang Gatot Soebroto." *JURNAL AKUTANSI MANAJEMEN EKONOMI DAN KEWIRAUSAHAAN* 3(3): 64–70.
- Hidayat, Rahmat. 2024. "Strategi Dan Alternatif Pemasaran Di BSI KCP Subang Pamanukan." J. Moleong, Lexy. 2010. *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Jureid. 2023. "Penerapan Fatwa DSN-MUI Nomor 77/DSN-MUI/V/2010 Pada Akad Murabahah Pada Produk Cicil Emas Di Bank Syariah Indonesia Panyabungan." 4(1).
- Nur Ikhsan, Diki. 2024. "Pengertian, Akad, Dan Keunggulan Cicil Emas."
- Prasetyo, Hergo. 2024. "Startegi Pemsaran Di BSI KCP Subang Pmanukan."
- Ramadhan, Denny, Embun Duriyany Soemarso, and Septian Yudha Kusuma. 2022. "Strategi Pemasaran Digital Produk Cicil Emas Pada Bank BSI KCP Semarang Banyumanik." 2(2): 2–5. doi:https://jurnal.pustakagalerimandiri.co.id/index.php/pustakaaktifa/article/view/281.
- Rosinta, Ricci, Ahmad Dasuki Aly, and Indra Sudrajat. 2024. "Strategi Marketing Produk Cicil Emas Pada Bank Syariah Indonesia Kantor Cabang Pembantu Sudirman Indramayu." *JSEF: Journal of Sharia Economics and Finance* 3(1): 31–38. doi:10.31943/jsef.v3i1.37.
- Safira, Nura, Abd Aziz, and Maula Nasrifah. 2024. "Strategi Pemasaran Cicil Emas (CILEM) Untuk Meningkatkan Minat Nasabah Di BSI KCP Probolinggo." *Economic Reviews Journal* 3(1): 251–62. doi:10.56709/mrj.v3i1.150.
- Sari, Annisa Suci Indah. 2017. "Prosedur Pembiayaan Produk Cicil Emas Pada PT. Bank Syariah Mandiri Kantor Cabang Aceh Ulee Kareng." PhD Thesis. UIN Ar-Raniry Banda Aceh. https://repository.ar-raniry.ac.id/id/eprint/1283/ (March 26, 2025).
- Sudarmansyah, and Reni Ria Armayani Hasibuan. 2022. "Analisis Prosedur Pembiayaan Produk Cicil Emas Pada PT. Bank Syariah Indonesia Kcp Indrapura." 2(1): 6–7.

- Sugiyono. 2012. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, Dan R&D*. Bandung.
- Sugiyono. 2014. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, Dan R&D*. Bandung.
- Syafawani, Nurul Ain. 2022. "Prosedur Pembiayaan Produk Cicil Emas Pada Bank Syariah Indonesia KCP Mojokerto Mojopahit." PhD Thesis. Universitas Hayam Wuruk Perbanas Surabaya. <http://eprints.perbanas.ac.id/9714/> (March 26, 2025).
- Zeiniye. 2023. "Peluang Investasi Emas Melalui Produk Cicil Emas Bank Syari'ah Indonesia Kantor Cabang Pembantu Situbondo." 9(3): 2–7.
- Zulfikar Hafizd, Jefik. 2021. "Investasi Emas Dalam Perspektif Hukum Islam." 5(2): 2–13.