

ABSTRAK

Koperasi Simpan Pinjam dan Pembiayaan Syariah Nino Jaya Berkah (KSPPS NJB) merupakan Lembaga Keuangan Syariah (LKS) yang berbentuk koperasi. Koperasi ini telah berdiri sejak tahun 2019, meski terhitung baru koperasi ini berdiri, diketahui banyak kendala di masyarakat seperti kesadaran masyarakat dalam berkoperasi, kesan negatif dari koperasi, baik koperasi syariah maupun konvensional. Penelitian ini bertujuan untuk mengidentifikasi penerapan pemasaran holistik, yaitu *internal marketing*, *integrated marketing*, *relationship marketing*, dan *performance marketing* pada KSPPS NJB hingga dapat berkembang dan strategi agar bisnisnya berkelanjutan. Identifikasi penerapan pemasaran holistik di KSPPS NJB dilakukan melalui penelitian deskriptif kualitatif untuk menggali informasi dan mengumpulkan data secara lebih rinci dari informan internal perusahaan. Informan merupakan Dewan Pengawas, Ketua Pengurus, Ketua Pengelola, serta Bendahara. Hasil penelitian menunjukkan bahwa KSPPS NJB selama ini telah menjalankan strategi *internal marketing*, *integrated marketing*, *relationship marketing* dan *performance marketing*. Nantinya, dengan fokus servis, produk, dan transformasi digital KSPPS NJB dapat mengembangkan *relationship marketing* dan *performance marketing* yang lebih tersistematisasi berbasis data yang ada, serta melihat keempat komponen pemasaran holistik sebagai satu kesatuan yang harus berjalan dalam menjaga keberlanjutan bisnis KSPPS NJB.

Kata Kunci : *pemasaran holistik, internal marketing, relationship marketing, integrated marketing, performance marketing, business sustainability, transformasi koperasi*

ABSTRACT

Koperasi Simpan Pinjam dan Pembiayaan Syariah Nino Jaya Berkah (KSPPS NJB) is Lembaga Keuangan Syariah (LKS) in the form of cooperatives. This cooperative has been established since 2019, even though it has only recently been established, it is known that there are many obstacles in society such as community awareness in cooperatives, negative impressions from cooperatives, both sharia and conventional cooperatives. This study aims to analyze the application of holistic marketing, namely internal marketing, integrated marketing, relationship marketing, and performance marketing on KSPPS NJB so they can develop and strategies for sustainable business. Analysis of the application of holistic marketing at KSPPS NJB was conducted through qualitative descriptive research to explore information and collect data in more detail from internal company informants. The informants are the Board of Trustees, Chairperson, Chairperson, and Treasurer. The results of the study showed that KSPPS NJB has so far carried out internal marketing, integrated marketing, relationship marketing and performance marketing strategies. Later, with the focus on service, product, and digital transformation, KSPPS NJB can develop relationship marketing and performance marketing that is more systematized based on existing data, and sees the four components of holistic marketing as a single entity that must work in maintaining the sustainability of the KSPPS NJB business.

Key Word: *holistic marketing, internal marketing, relationship marketing, integrated marketing, performance marketing, business sustainability, cooperatives transformation*