

ABSTRACT

Thesis with the title “Multi-Level Marketing services of Umrah and Hajj Plus in perspective Islamic law. (Study multisitus PT. Arminareka Perdana and PT. Reward Indonesia Madani Jakarta)” was written by Mukhid guided by Dr.H. M Saifudin Zuhri, M.Ag and Dr. H.Ahmad Muhtadi Anshor, M.Ag.

Key word: Multi-Level Marketing, Umrah and Hajj Plus, PT. Arminareka Perdana and PT. Reward Indonesia Madani, Perspective Islamic Law.

The research in this thesis is motivated by the phenomenon that in the current era globalization, marketing system becomes an important factor in a company to be able to compete and survive. Various kinds of marketing system applied by PT. Arminareka Perdana and PT.Reward Indonesia Madani to market umrah and hajji plus trip, one of them uses a multi-level marketing system which according to some people that still doubtful the halal status.

The research problem of this thesis are; (1) How is the marketing system of umrah and hajj plus in PT. Arminareka Perdana?; (2) How is the marketing system of umrah and hajj plus in PT.Reward Indonesia Madani?; (3) How is the reviews of Islamic law to the marketing system of umrah and hajj plus in PT. Arminareka Perdana and PT.Reward Indonesia Madani?.

This thesis is useful to the writer to add knowledge of the mindset, attitudes, and experiences as an effort to increase understanding of Islamic economics, namely by understanding the marketing system of umrah and hajj that refer to shari'a. The marketing system of umrah and hajj plus in the perspective of Islamic law explains that a system that describe marketing problems of umrah and hajj plus in order to create the appropriate marketing system that refer to shari'a, especially reviewed in the perspective of Islamic law.

From these results, the writer concluded that: (1) Marketing mechanism applied by PT. Arminareka Perdana included in the category of multi-level marketing system, although the manager of PT. Arminareka Perdana stated that marketing are performing, not including multi-level marketing. They also revealed when asking of a multi-level marketing or MLM to the Ministry of Commerce was rejected because it did not qualify, (2) PT. Reward Indonesia Madani applying the concept of multi-level marketing that prioritizes mutually beneficial system, cooperation, and transparency. Marketing system of PT. Reward Indonesia Madani is almost the same as the marketing system practiced by PT. Arminareka Perdana. The difference, PT. Arminareka Perdana has a travel agency of Umrah and Hajj plus to dispatch Jama'ah who have paid in full, while PT. Reward Indonesia Madani do not have a travel agency of umrah and hajj to dispatch the members who have paid in full. The members of PT. Reward Indonesia Madani who has paid the travel costs of Umrah and Hajj will be dispatched with a travel agency of umrah and hajj another, (3) Marketing System of umrah and hajj plus PT. Arminareka Perdana and PT.Reward Indonesia Madani have not fully complied with the edicts of DSN-MUI on multi-level marketing sharia of umrah trip, there are still some provisions of edicts unfulfilled.