

**IMPLEMENTATION OF PROMOTIONAL ACTIVITIES SYARIAH  
MANDIRI BANK, MERANTI ISLANDS REGENCY**

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**ABSTRACT**

Bank Syariah Mandiri KCP Selatpanjang located in Meranti Islands Regency, Selatpanjang was established on September 14, 2010. the location where Bank Syariah Mandiri Auxiliary Branch Office is strategically surrounded by markets and adequate human resources, and no less important with the islamic basis. This research aims to find out the Implementation of Independent Sharia Banking Promotion Activities in Meranti Islands Regency, this research uses qualitative descriptive methods by conducting Observation, Interview and Documentation, Assessment of the implementation used in this research includes Communication, Resources, Disposition, and Bureaucratic Structure. The research location was conducted at Bank Syariah Mandiri KCP Selatpanjang Meranti Islands Regency. The results showed that the Implementation of Independent Sharia Banking Promotion Activities in Meranti Islands Regency is said to be poorly implemented as evidenced by the results of interviews assessed from Communication, Resources, Disposition, and Bureaucratic Structure whose implementation is still not optimal due to the lack of socialization due to the low interest of the people of Meranti Islands Regency to use banking services at Bank Syariah Mandiri in addition to the limited reach to promote its products to the remote island in Meranti Islands Regency becomes an obstacle to the implementation of bank products Syariah Mandiri and limited human resources and operational resources make promotional activities at Bank Syariah Mandiri become not maximal so that it affects service activities to customers or prospective customers then by making all bank employees participate in promotional activities are considered to interfere with other operations so as to interfere with the performance of positions other than promotional activities.

**Keywords:** Implementation, Syariah Mandiri Bank, Promotion.