

ABSTRAK
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**IMPLEMENTASI *VALUE ARCHITECTURE* PADA *SHARIA SUSTAINABLE*
MARKETING ENTERPRISE
(STUDI KASUS BANK BNI SYARIAH CABANG YOGYAKARTA)**

Penelitian ini bertujuan untuk mengetahui penerapan *value architecture* di Bank BNI Syariah Cabang Yogyakarta. Jenis penelitian ini adalah penelitian kualitatif. Adapun pendekatan yang digunakan dalam penelitian ini adalah pendekatan Deskriptif yaitu penelitian yang dilakukan untuk menggambarkan fakta-fakta dan masalah yang ada ditempat penelitian yang kemudian diinterpretasikan dengan rasional sehingga dapat ditarik kesimpulan nantinya. Untuk mendapatkan data yang valid, peneliti menggunakan teknik pengumpulan data dengan observasi, dokumentasi dan wawancara. Kredibilitas data dilakukan dengan cara perpanjangan pengamatan, peningkatan ketekunan dan triangulasi. Analisis data yang dilakukan oleh peneliti menggunakan reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa penerapan *value architecture* di Bank BNI Syariah Cabang Yogyakarta dimulai dari *Brand Awareness*, *Brand Image*, dan *Brand Trust* yang dibangun oleh BNI Syariah, Service yang diberikan kepada nasabah serta *Process* yang efektif dan efisien.

Kata Kunci : Sustainable Marketing Syariah, Value Architecture, SMES

ABSTRACT
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***IMPLEMENTATION OF VALUE ARCHITECTURE IN SHARIA
SUSTAINABLE MARKETING ENTERPRISE
(A CASE STUDY OF BNI SHARIA BANK OF YOGYAKARTA)***

This research was aimed at finding out the implementation of value architecture in BNI Sharia of Yogyakarta. The research was qualitative in nature. Meanwhile, the approach used in this research was descriptive approach, which was the research conducted to describe facts and problems in which the research was conducted that was then interpreted rationally so that the conclusion could be drawn later on. To get valid data, the researcher used data collection technique with observation, documentation, and interview. Data credibility was conducted by extending observation, increasing perseverance and triangulation. Data analysis was conducted by the researcher using data reduction, data presentation and conclusion. The research result showed that the implementation of value architecture in BNI Sharia Bank of Yogyakarta was started from Brand Awareness, Brand Image, and Brand Trust established by BNI Sharia, and service given to the customers as well as effective and efficient Process.

Keywords: Sharia Sustainable Marketing, Value Architecture, SMES