

ABSTRAK

Penelitian ini meneliti tentang penerapan strategi *Community Based Marketing* (CBM) pada Bank BTN Bangkalan. Penggunaan strategi *Community Based Marketing* (CBM) yaitu dengan mengajak nasabah dalam komunitas untuk menjalani kepentingan Bank BTN dengan nasabah. Analisis data dilakukan dengan analisis kesenjangan (GAP) pada penilaian tingkat kepentingan nasabah *Community Based Marketing* (CBM). Hasil penelitian menyatakan bahwa nilai GAP kesenjangan kepentingan nasabah adalah positif. Bank BTN telah mampu memberikan kinerja yang baik kepada komunitas nasabah. Penerapan strategi *Community Based Marketing* (CBM) dilakukan dengan (1) peningkatan informasi tentang aktifitas *Community Based Marketing* (CBM) nasabah Bank BTN (2) Adanya pembinaan yang dilakukan Bank BTN terhadap *Community Based Marketing* (CBM) nasabah Bank BTN (3) Bank BTN menyediakan sarana informasi terhadap keberadaan *Community Based Marketing* (CBM) Bank BTN.

Kata kunci: *Community Based Marketing* (CBM), Strategi *Community Based Marketing* (CBM), Tingkat kepentingan, Kinerja *Community Based Marketing* (CBM).

ABSTRACT

This study examines the application of the strategy of Community Based Marketing (CBM) on BTN Bangkalan. Penggunaan strategy Community Based Marketing (CBM) is to invite customers in the community to undergo BTN with customer interests. Data analysis was performed by analysis of the gap (GAP) on the assessment of the level of customer kepinginan Community Based Marketing (CBM). The study states that the value of GAP gap is positive customer interest. Bank BTN has been able to give a good performance to the customer community. Implementation of strategies for Community Based Marketing (CBM) is done by (1) an increase in information about the activities of Community-Based Marketing (CBM) customers of Bank BTN (2) The coaching is done BTN on Community-Based Marketing (CBM) customers of Bank BTN (3) Bank BTN provide a means of information to kebradaan Community Based Marketing (CBM) BTN.

Keywords: Community Based Markting (CBM), Community Based Marketing Strategies (CBM), rate of interest, Community Performance-Based Marketing (CBM).