

ABSTRACT

The main problem in this research is Spiritual Marketing in increasing the number of foster siblings at the Senyum Kita Foundation. Furthermore, from the main problem, it is formulated into sub-problems or the research question, namely how the strategy is to increase the number of foster siblings. This study aims to determine the implementation of Spiritual Marketing in increasing the number of kakak asuh while at the Foundation. The object of this research is the Senyum Kita Foundation, which is located in DI Yogyakarta.

This research is a qualitative descriptive study that describes and describes situations and conditions that are actually narrative (many words) and natural (natural). Data were collected through interview methods, and literature study of the company's internal data documentation. The strategy that has been prepared and carried out by the Senyum Kita Foundation itself is a strategy used to avoid the termination of donors and trains. The impact of using this strategy is very good, and has a positive impact on donors and Kakak Asuh.

The results of the study show that there are similarities between the spiritual marketing concept and the marketing concept carried out by the Senyum Kita Foundation according to the characteristics of Spiritual Marketing, namely Theistic (rabaniyyah), ethical and upholding noble character (akhlaqiyyah), realistic (al-waqiyyah), and humanistic (al-insaniyyah).

Keywords: Kakak Asuh, Spiritual Marketing, and Foundations.