Dissemination of Products and Contracts of Pt. Sharia pawnshop at the Syababul Ilmi Ceger Cipayung Taklim Assembly

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Abstract

PT. Sharia Pegadaian which is a Business Unit of PT. Pegadaian Persero is very active in socializing its products, one of which is through the Taklim Assembly - Taklim Council and also involving educators such as lecturers. PT. Sharia Pegadaian together with the Sybabul Ilmi Taklim Council and a Lecturer in Islamic Economics, Mr. Hasbi Ash Shiddieqy with Mr. Wahyudi from PT. Pegadaian Syariah Dewi Sartika branch conducted product and Aqad socialization. The socialization was attended by 70 residents of the Ceger sub-district, Cipayung District, East Jakarta. There were also local community leaders namely Ustadz Arifin and Ustadz Imam Marzuki. The event will be held on Thursday 14 April 2022 at 16.00 – 17.15 WIB.

INTRODUCTION

PT. Sharia Pegadaian is one of the State-Owned Enterprises under the auspices of PT. Pawnshop (Persero). The existence of PT. Sharia Pawnshops are still in the form of Business Business Units. Even so, PT. Pegadaian Syariah has played a big role in building and contributing to society, such as Education Fund Assistance, Basic Food Compensation Assistance, Forming a Sharia Digital Agent, and others.

The things above are some of the programs that have been carried out by PT. Pegadaian Syariah in disseminating products that exist at PT. The Sharia Pawnshop. The importance of disseminating products - products at PT. Sharia Pawnshops because of the products at PT. Sharia Pawnshops have experienced many developments such as Gold Savings, Hajj Savings, and others.

Product development at PT. Sharia pawnshops are very important as a solution to be known by the public, at this time loans have also developed both online and offline which makes people entangled with high interest rates.
METHOD

The method of implementation is by presenting directly by the instructor, which consists of lecturers from the Faculty of Islamic Economics and Business, the Department of Sharia Business Management, namely Mr. Hasbi Ash Shiddieqy, S.E., M.E.Sy and from the Sharia Pegadaian branch of Dewi Sartika, namely Mr. Wahyudi.

RESULT AND DISCUSSION

On Thursday, April 16 2022 from 16.00 to 17.00 there was a socialization of products from PT. Sharia Pawnshop. The socialization event was attended by 100 participants from the Ceger Village, Cipayung sub-district. They were very enthusiastic in listening to the event held by PT. Sharia Pawnshops in collaboration with the Syababul Ilmi Taklim Council. The discussion is about the products and contracts used.

The Socialization of Sharia Pegadaian Products and Contracts was opened by K.H. Imar Marzuki as a local community figure. After the event was opened by a local figure, the event continued with an introduction by Mr. Wahyudi a resource person from PT. Sharia Pawnshop. Mr. Wahyudi conveyed the products practiced by PT. Sharia Pawnshops, especially the Dewi Sartika Branch, East Jakarta. After that the next material was delivered by Mr. Hasbi Ash Shiddieqy conveyed the contracts used by PT. Sharia Pawnshop.

Several understandings and supporting theoretical concepts, namely:

1. Socialization, as for the definition of socialization according to Sociologists (Dirjosiswoyo, 1982), (Ismail, 2007), (Rita, 2007), (Priyono, 2003), (Soehartono, 1995), and (Zeitlin, 1995):
   a. Prof. Koentjaraningrat. Understanding socialization as the entire process of an individual from childhood to adulthood, developing, relating, knowing, and adjusting to other individuals who live in the surrounding community.
   b. David F. Aberle. Explains that socialization are patterns regarding social action or aspects of behavior that are instilled in individuals the skills (including knowledge), motives, and attitudes, in order to display the roles that are now or are being anticipated (anticipated). ), and which continues throughout normal human life, to the extent that new roles have yet to be learned.
   c. Irvin L. Child. Says that socialization is a whole process that requires individuals to develop the potential for actual behavior that is believed to be real and has become a habit and in accordance with the standards of the group.
d. M.J. Herskovits. Socialization is a process of a child adjusting to the norms that apply in his family environment
e. Soerjono Soekanto. Socialization is a process of community members learning the social norms and values of which they are members.
f. a. Peter L. Beger. Socialization is the process by which children learn to become participating members of society.
g. b. George Herbert Mead. Socialization is the process of someone learning to know the role that must be carried out and the role that must be carried out by others.
h. c. John C. Macionis. Socialization is a lifelong experience of individuals being able to develop their potential and learn the patterns of their culture.
i. d. Jack Levin and James L. Spates. Socialization is a cultural process that is continued and internalized by individual personalities.
j. e. Prof. Dr. Nasution, S.H. Socialization is the process of guiding individuals into the social world.
k. f. Sukandar Wiraatmadja, M.A. Socialization is a process that begins when a person is born to be able to know and acquire attitudes, understanding ideas, and patterns of behavior that are approved by society.

2. The meaning of the product is as follows:
   a. Product is complex, which can be touched or not touched, which includes packaging, price, company prestige, and company services received by buyers to satisfy their wants and needs. Then the product itself is classified into 2, namely services and goods. Service products can only be felt (intangible), while goods can be seen and felt (tangible). (Kurniawan, 2014; 18)
   b. According to Philip Kotler, a product is something that can be offered to a market for attention, acquisition, use, or consumption to satisfy a want or need. (Sunnyoto, 2014)
Gambar 1. Penyampaian Materi oleh Bpk. Hasbi Ash Shiddieqy

Gambar 2. Penyampaian Materi oleh Bpk. Wahyudi
REFERENCES


Ismail, Rita. 2007. Sosiologi Keperawatan. Yogyakarta: EGC.


