

PRODUCT STRATEGY "AFTERWORK STUDY" OF AL LATHIIF MOSQUE BANDUNG: A Case Study

¹Moch. Herma Musyanto, ²Rasyid Ilyasa Syauqi

^{1,2}STIDKI Ar Rahmah Surabaya

¹m.hermamusyanto@gmail.com, ²rilyasas@gmail.com

Abstract: Masjid Al Lathiif in Bandung actively participates in religious and educational activities. The "Afterwork Study" program is held every Monday night, covering topics such as business, motivation, daily life issues, and mental health. Experts in their respective fields conduct these sessions. This research aims to describe the product strategy implemented by the mosque in the Afterwork Study program. Qualitative methods involved data collection through observation, interviews, and documentation. The findings reveal four effective product strategy points: 1) building a strong brand identity and brand equity, 2) thoughtful packaging with consideration for value impact, 3) a focus on delivering relevant and high-quality content, and 4) providing excellent services while creating a deep connection between participants and the program. This study is expected to contribute insights into managing and marketing religious activities in a mosque.

Keywords: Al Lathiif Mosque, Afterwork, Product Strategy

Abstrak: Masjid Al Lathiif di Bandung aktif dalam kegiatan dakwah dan pendidikan. Program rutin "Kajian Afterwork" diadakan setiap Senin malam, membahas bisnis, motivasi, problematika sehari-hari, dan kesehatan mental, dibawakan oleh ahli di bidangnya. Penelitian ini bermaksud menggambarkan strategi produk yang diterapkan oleh masjid dalam Kajian Afterwork. Metode kualitatif digunakan dengan mengumpulkan data melalui observasi, wawancara, dan dokumentasi. Hasilnya menunjukkan empat poin strategi produk yang efektif: 1) membangun identitas merek dan ekuitas merek yang kuat, 2) pengemasan yang matang dan mempertimbangkan dampak nilai, 3) fokus pada kualitas materi yang relevan, dan 4) memberikan pelayanan yang unggul dan menciptakan keterikatan mendalam antara peserta dan program. Penelitian ini diharapkan memberikan pemahaman tentang pengelolaan dan pemasaran kegiatan dakwah di masjid.

Kata Kunci : Masjid Al Lathiif, Afterwork, Strategi Produk

A. Introduction

Knowledge is important in Islam, both religious and general science. Islam values knowledge as the path to prosperity in this world and the Hereafter. Therefore, every Muslim, male or female, is obliged to study. One place highly recommended to pursue knowledge is the mosque, which serves as a place of worship and as a center of education and da'wah. Teaching methods in mosques, such as *Halaqah*, applied by the Prophet Muhammad (PBUH) and his companions, effectively disseminate religious knowledge.¹

Masjid Al Lathiif in Bandung is one example of a mosque that performs the function of da'wah and education well. The mosque has a strategic location and a large capacity, allowing various da'wah and scientific activities to be carried out. Various study programs are also available in this mosque with various themes and discussions in each study. In addition, this mosque carries a moderate approach that allows participation from various circles of society.

¹ Moh. E. Ayub, *Manajemen Masjid, Gema Insani* (Gema Insani, 2006).

One program that has attracted many pilgrims is Afterwork Studies, which covers various themes from religious science to contemporary issues. This program utilizes modern marketing strategies such as social media and the provision of free coffee, and discussion of current issues to reach young people as its target market.

An activity organized by any organization or company certainly requires a strategy in managing and marketing it, including science assemblies. This is so that these activities run effectively, and efficiently, and can attract the interest of pilgrims and the intended target market². In management science, especially in marketing management, a term is known, namely marketing mix. The marketing mix is a set of marketing tools (variables) that a company applies to achieve its marketing objectives in the target market continuously. According to McCarthy (1968), these variables consist of 4 types: product, price, place, and promotion.³

This research uses qualitative methods with data collection through observation, interviews, and documentation. Data is analyzed through reduction and presentation, and conclusions are drawn and validated using source triangulation techniques.⁴ This study aims to dig deeper into marketing strategies, especially those related to Afterwork Studies at Masjid Al Lathiif. In addition, the author is also interested in exploring the marketing management system applied by mosque administrators in advancing mosques through various activity programs, focusing on Afterwork Studies.

B. Theoretical Review

1. The Virtues of the Council of Science and the Council of Science in the Age of the Prophet SAW

Studying in Islamic teachings is considered a noble and blessed duty. The Qur'an and Hadith underline the importance of the search for knowledge, both for prosperity in the world and as provisions in the Hereafter.

يَرْفَعُ اللَّهُ الَّذِينَ آمَنُوا مِنْكُمْ وَالَّذِينَ أُوتُوا الْعِلْمَ دَرَجَاتٍ ۚ وَاللَّهُ بِمَا تَعْمَلُونَ خَبِيرٌ

"Allah will undoubtedly exalt the believers among you and those who are given some degree of knowledge. And Allah knows what you do." (QS Al Mujadilah:11)

وَمَنْ سَلَكَ طَرِيقًا يَلْتَمِسُ فِيهِ عِلْمًا سَهَّلَ اللَّهُ لَهُ بِهِ طَرِيقًا إِلَى الْجَنَّةِ

"Whoever travels to seek knowledge, Allah will ease his way to heaven." (HR. Muslim No. 7028)

مَنْ يُرِدِ اللَّهُ بِهِ خَيْرًا يُفَقِّهْهُ فِي الدِّينِ

"Whoever Allah desires good for him, Allah will give him religious faqihan (understanding)." (HR. Bukhari no. 71 and Muslim no. 2436)

Science is also considered as a means to elevate one's status in the sight of Allah, as stated in the Qur'an. The companions of the Prophet also played a role in exemplifying the importance of knowledge in everyday life, and they actively sought knowledge from the Prophet Muhammad (peace be upon him).

During the time of Prophet Muhammad (PBUH), places such as Darul Arqam, kuttab, mosque, and suffah served as assemblies of knowledge. Darul Arqam became the initial meeting place for Islamic religious learning, while kuttab was used to teach children to read, write, and understand the Qur'an and Islamic laws. As a center of worship, the mosque is also a place of da'wah, religious debate, and religious learning through the Halaqa method. In addition, the suffah in the Prophet's Mosque was used as a residence for the companions of the Prophet who were

² Try Marifan Najib, "Strategi Pemasaran Kegiatan Sosial Keagamaan Remaja Masjid," *Jurnal Dakwah* 21, no. 1 (2020): 25–40.

³ Philip Kotler and Kevin Lane Keller, *Marketing Management*, Pearson Practice Hall, 2016.

⁴ John W. Creswell, *Research Design : Qualitative, Quantitative, Mixed Methods Approaches*, *Research Design Third Edition*, 3rd ed. (SAGE Publications, Inc., 2016).

studying. All this shows that education and the pursuit of knowledge are essential aspects of Islam.⁵

The importance of science in Islam is not limited to the Hereafter, but also helps man in understanding and facing the challenges of the world. Therefore, studying is considered a form of worship to God. With knowledge, man can better understand the Qur'an and live a life according to His teachings. In addition, science also allows humans to understand the universe better and broaden their horizons about God's creation. Thus, studying is a highly valued task in Islam.⁶

2. Product Strategy

Marketing is an activity that aims to understand and meet human needs. It involves the process of identifying consumer needs and providing solutions that benefit both parties.⁷ Marketing management is the strategy and planning used by companies to plan, price, promote, distribute, and satisfy consumers.⁸

One of the essential concepts in the world of marketing is the marketing mix. A marketing mix is a set of marketing tools that a company uses to influence market response. It consists of four main elements, namely product, price, place, and promotion.⁹ Among the important elements in the marketing mix is the product. Products are goods or services offered by a company, price is the price set for the product, place is the distribution of the product, and promotion is the way the company markets its products.

Product strategy is the way a company manages its products. This includes trademark development, product packaging, product quality, and customer service.

1) Brand

Understanding Brand according to Kotler in the book *Marketing Management* p. 30 is "brand is name, term, sign, symbol, or design, or a combination of them, intended to identify the good and service of one seller or group of seller and to differentiate them from those of competition."¹⁰

Two indicators or perceptions of a good brand are Brand Identity and Brand Equity. Brand identity according to Kotler is "a unique set of brand associations created by the framers of the (company's) brand strategy.". This aims to be able to distinguish brands from competitors and explain the goals that the company has in maintaining its sustainability. The brand identity that has been built also aims to differentiate and give life to the brand.¹¹

Brand equity according to Kotler in the book *Marketing Management* p. 265 is "the added value provided to products and services that is reflected through the way consumers think, feel, and act in relation to the brand, price, market share, and profitability that the brand provides to the company."¹²

Brand identity is the elements that a company creates to look different from competitors so that it can cause unique perceptions for its users. Brand identity elements include names, logos, colors, designs, and others. While brand equity is the surplus value that a company has when compared to its competitors, this is influenced by the perception and experience of consumers. If a company has superior brand equity, then consumers also have confidence in the products made. Both indicators (brand identity & brand equity) are essential for companies because they can strengthen the brand in the market make consumers always remember the brand and increase consumer loyalty to the product brand.¹³

⁵ Sofiurrahman Mubarakfury, "Sejarah Hidup Dan Perjuangan Rasulullah; Disarikan Dari Kitab Ar Rahiqil Makhtum," 2014.

⁶ Adika Mianoki, "Faidah Hadits Tentang Keutamaan Ilmu," *Muslim.or.Id*.

⁷ P. Kotler and G. Armstrong, *Principles of Marketing*, *The Economic Journal*, Vol. 38, 2018.

⁸ Rahmawati, *Manajemen Pemasaran* (Mulawarman University Press, Samarinda, 2016).

⁹ Kotler and Keller, *Marketing Management*.

¹⁰ Kotler and Keller, *Marketing Management*.

¹¹ Kotler and Keller, *Marketing Management*.

¹² Kotler and Keller, *Marketing Management*.

¹³ Kotler and Keller, *Marketing Management*.

2) Packaging

According to Kotler in the book *Principle of Management* p. 230, the definition of packaging is "*packaging involves designing and producing the container or wrapper for a product.*" Kotler also explains that "*packaging is a business established by someone to maintain brand equity to promote sales.*"¹⁴

Packaging is essential for a product because packaging not only protects the product but also serves as a promotional tool that can attract and lure consumers. Goods or services companies strive to give consumers a good impression of product packaging and try to distinguish it from similar packaging so that consumers can distinguish between products produced by these companies and those produced by competing companies. Attractive product packaging will be easier for consumers to remember and pay attention to.¹⁵

3) Quality

Product Quality according to Kotler in the book *Principles of Marketing* p. 97 is "*anything that can be offered to the market to get attention, bought, used, or consumed that can satisfy the wants or needs of customers.*"¹⁶

Product quality is a product's ability to perform its functions, including durability, reliability, and accuracy, obtained by the product as a whole.¹⁷

Product quality is also included in items that must receive significant attention from companies or manufacturers because the quality of a product is closely related to consumer satisfaction problems which are the goal of marketing activities.¹⁸

4) Services

According to Kotler in the book *Marketing Management* p. 42, the definition of service is "*any action or performance that one party can offer to another party that is essentially intangible.*"¹⁹

Service is a pleasant feeling given to others accompanied by hospitality in meeting their needs. Service is provided as an act or deed of a person or organization to satisfy customers. Actions taken to meet customer needs for a product or service they need. To create customer satisfaction, the products offered by the company or organization must be of high quality. Service quality will impact consumer satisfaction, where every consumer wants the products or services produced by producers to satisfy their consumers.²⁰

C. Methods

This research was conducted at Masjid Al Lathiif Bandung from January to March 2023. The research approach used is qualitative, which aims to explore and understand social and humanitarian issues through observation, interviews, and document analysis.

Data sources are divided into primary and secondary data. Primary data was obtained through interviews with various related parties, including mosque administrators and worshippers. Secondary data are obtained from various written sources such as books, mosque historical documents, and writings related to research themes.

Three main techniques are used in data collection: interviews, observation, and documentation. Interviews are used to obtain information from sources, observations are used to observe phenomena related to the product strategy of Afterwork Studies, and documentation is used to collect data from related documents and archives.²¹

¹⁴ Kotler and Armstrong, *Principles of Marketing.*, Vol. 38, p. .

¹⁵ Kotler and Keller, *Marketing Management.*

¹⁶ Kotler and Armstrong, *Principles of Marketing.*, Vol. 38, p. .

¹⁷ Kotler and Keller, *Marketing Management.*

¹⁸ Sofyan Assauri, *Manajemen Pemasaran Jasa* (Rajawali Pers. Jakarta., 2013).

¹⁹ Kotler and Keller, *Marketing Management.*

²⁰ Kotler and Armstrong, *Principles of Marketing.*, Vol. 38, p. .

²¹ Creswell, *Research Design : Qualitative, Quantitative, Mixed Methods Approaches.*

Data analysis involves steps such as data reduction to simplify the information found, presentation of data through various means such as tables and graphs, and drawing conclusions based on findings from the data that has been analyzed. Data validation techniques use source triangulation, where data is obtained from several different sources to increase the trustworthiness and validity of the information found.

In the context of this study, qualitative methods and various data collection techniques were used to explore information about product strategies in the Afterwork Study conducted by Masjid Al Lathiif Bandung. Data triangulation techniques were also used to validate research findings.

D. Results and Discussion

1. Afterwork Review

Al Lathiif Mosque in Bandung organizes various religious and educational programs. One of its regular programs is the "Afterwork Review," which is held every Monday in the mosque's main hall. This program is conceptualized and managed by the Da'wah Division of Masjid Al Lathiif the person in charge of this study program. This program has been running since 2019, with a slight pause during the pandemic in 2020-2021, but was resumed when conditions improved (new normal) and is still ongoing today.

Afterwork studies are intended for individuals under the age of 40 who have completed daily activities such as college or work. The goal is to guide them to become productive Muslims and understand the concept of blessing in their income, whether as employees, entrepreneurs, or freelancers. This program aims to provide an understanding that their income must benefit others, people, nations, and states.

The name "Afterwork" was given because this program targets pilgrims who had just finished their activities that day. This program seeks to create a new "Uthman bin Affan" or "Abdurrahman bin Auf", individuals who contribute positively to society. The material discussed in this program includes business, motivation, daily problems, and mental health, delivered by expert speakers in their fields, without fees charged to participants by the mosque.

The concept and implementation of this program are fully regulated by the Da'wah Division of Masjid Al Lathiif. The primary purpose is to remind pilgrims that their income is not only the result of their own sweat but must also be used for the benefit of the people. The material presented involves business, policy, and psychology aspects, which distinguishes this program from other taklim assemblies. In this program, experienced speakers who usually get high pay in the context of business training in companies, provide their insights to pilgrims free of charge, which is a special attraction for participants.

Thus, the Afterwork Study at Masjid Al Lathiif is an effort to create a generation of Muslims who are more productive and concerned about the blessings in their income, as well as to facilitate the exchange of valuable knowledge to help individuals achieve success in various aspects of their lives.

2. Product Strategy Afterwork Review

Product is one of the critical variables in Jerome McCarthy's 4P Marketing Mix theory. In his theory, McCarthy (1968) grouped the marketing mix into four parts: product, price, place, and promotion, often called the 4Ps. So, to enter a targeted market, the company must have a good product by the target market (product). Then the product must have a price appropriate to the target market (*price*). Success in entering the market is also determined by location (*place*) and careful promotion (promotion) so the target market can accept the product.²²

²² Kotler and Keller, *Marketing Management*.

One of the critical factors and variables of the *4P Marketing Mix concept* is the product. A product is a wholeness of objects or processes that present some value to consumers. Product strategy is the determination of ways and procurement of products that are suitable for the targeted market so that consumers feel satisfied and profits increase.²³

A book entitled *Service Marketing Management* explains that for our product strategy to be more effective, companies and organizations must learn things about this strategy, which includes trademarks (*brands*), product packaging (product packaging), product quality (product quality), and services (services) provided.²⁴

a) Brand

Understanding Brand according to Kotler in the book *Marketing Management* p. 30 is "brand is name, term, sign, symbol, or design, or a combination of them, intended to identify the good and service of one seller or group of seller and to differentiate them from those of competition."²⁵

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Brand identity involves elements such as names, terms, signs, symbols, and designs used to recognize a product or service and distinguish it from competitors. Masjid Al Lathiif strives to create a strong *brand identity* for Afterwork studies. The name "Afterwork" was chosen to reflect the purpose and benefits of the study, which is to provide support and self-development to pilgrims after daily activities and eliminate the bad stigma of Mondays in society. Logo making is also done by Masjid Al Lathiif so that the target market can recognize the brand. This creates a clear and cohesive impression of what the Afterwork review offers.



Figure 4.1 Logo Change of Afterwork Study (Al Lathiif Mosque Management Document)

In line with what was conveyed by the management, the participants also expressed their opinions. They mentioned that they were attracted to the study because of its unique and exciting name and offered support in self-development after daily activities. Thus, the correlation between Masjid Al Lathiif's efforts in building a strong brand identity is in line with the positive response from the audience which shows that Masjid Al Lathiif's efforts in building a strong brand identity can attract attention and create a positive impression on their target audience.

²³ Rambat Lupiyoadi and Dedy A. Hamdani, *Manajemen Pemasaran Jasa*, Ed. 2. (Jakarta: Salemba Empat, 2014).

²⁴ Assauri, *Manajemen Pemasaran Jasa*.

²⁵ Kotler and Keller, *Marketing Management*.

²⁶ Kotler and Keller, *Marketing Management*.

²⁷ Kotler and Keller, *Marketing Management*.

Masjid Al lathiif in the implementation of the Afterwork Study has tried to create a deep bond with worshippers so that they do not easily move and even come back (*repeat orders*) present at the Afterwork Study every week. This shows the efforts made by Masjid Al Lathiif in building strong *brand equity* through psychological bonds with customers. The participants also stated that the Afterwork study provided positive benefits in their self-development and had been participating in the Afterwork study consistently.

Overall, this analysis shows that Masjid Al Lathiif has built a strong *brand identity* with the name "Afterwork". They also have positive *brand equity* through the emotional bond, trust, and loyalty of pilgrims to the Afterwork study.

b) Packaging

According to Kotler in the book Principle of Management p. 230, the definition of packaging is "packaging involves designing and producing the container or wrapper for a product". Kotler also explains that "*packaging is a business established by someone to maintain brand equity in order to promote sales.*"²⁸

Packaging has an important role as a marketing tool. Good packaging can build brand equity and drive sales. In the context of Afterwork studies, the *packaging* carried out by Masjid Al Lathiif is by designing studies in accordance with the intended target market (worshippers) and by planning a mature concept to identify the impact and value of the Afterwork study itself.

At the planning stage of the concept, Masjid Al Lathiif considers the impact and value they want to provide to worshippers. They think deeply about whether the program has value and impact that can benefit pilgrims. Thus, the packaging of the program can be adjusted to the intended target market.

Masjid Al Lathiif also identified the Afterwork study program, both in terms of value impact and packaging suitable for the target market. They consider the value impact they want to generate and then design the appropriate materials, strategies, and packaging. The packaging includes various elements such as posters of studies, hosts, materials, facilities, and atmosphere in the Al Lathiif mosque.

Through good packaging, Al Lathiif mosque can create a distinctive atmosphere or feel in each Afterwork study program. Elements such as the host, relevant themes and materials, facilities provided, and atmosphere in the mosque create comfort for worshippers so that they feel interested and satisfied following the study. In addition, the choice of time held after working hours also helps attract participants who have just finished work.

Thus, good packaging in the Afterwork study of Al Lathiif mosque covers various aspects, ranging from concept planning, and identification of value impact, to adjusting packaging to the target market. This approach helps Al Lathiif mosque build brand equity, attract worshippers, strengthen relationships with target market worshippers, and create a positive experience for study participants.

c) Quality

Product Quality according to Kotler in the book *Principles of Marketing* p. 97 is "anything that can be offered to the market to get attention, bought, used, or consumed that can satisfy the wants or needs of customers."²⁹

Some points that can be analyzed and discussed using product quality theory according to Kotler, include:

- (a) Product characteristics that satisfy customer needs: According to Kotler and Armstrong, product quality depends on its ability to satisfy customer needs. In this case, Masjid Al Lathif designed the Afterwork program by presenting resource persons who are experts in their respective fields according to the theme discussed. This shows an effort to satisfy

²⁸ Kotler and Armstrong, *Principles of Marketing.*, Vol. 38, p. .

²⁹ Kotler and Armstrong, *Principles of Marketing.*, vol. 38, p. .

the needs of study participants who seek knowledge and information that is useful in everyday life, not just in spiritual or religious aspects. By presenting diverse materials, such as business coaching, mental health, muamalah, and others, Masjid Al Lathif seeks to meet the needs of participants in various areas of life.

- (b) The ability of the product to perform its functions: According to Kotler and Keller, product quality involves the ability of the product to perform its functions, such as durability, reliability, and precision. In the context of Afterwork, although the speakers are not Ustaz, they are selected based on their expertise in their respective fields. For example, speakers who are experts in business coaching discuss topics related to business coaching, while others who are experts in mental health provide an understanding of mental health from an Islamic perspective. Thus, the Afterwork program still provides value and reliability in presenting relevant and quality material to study participants.
- (c) Selectivity in choosing speakers: Masjid Al Lathif explained that they are very selective in choosing speakers to ensure that the material presented can have a positive impact and value for study participants. This is consistent with the principle of product quality according to Kotler and Keller, where the characteristics of a quality product must satisfy customer needs. By selecting speakers who are experts in their fields and have relevant experience, Masjid Al Lathif strives to provide quality in the Afterwork program and ensure the material delivered has useful value for participants.

From the perspective of Afterwork participants, they revealed that the material presented in Afterwork was very useful and relevant to their needs. They mentioned that this program provides knowledge that complements existing religious knowledge, such as muamalah, management, leadership, and mental health. This is in accordance with the view of Kotler and Keller, where the quality of the product must satisfy the needs of the customer, in this case, the needs of the study participants. The participants also stated that they found the Afterwork program interesting because of the diversity of themes offered. They appreciated Masjid Al Lathif's selectivity in selecting speakers with expertise and excellence in their respective fields. This is also in line with Kotler and Keller's view of product quality which involves the product's ability to perform its functions well.

Overall, based on observations and interviews with the person in charge of the activity and the opinions of Afterwork participants, it can be concluded that the Afterwork program of Masjid Al Lathif reflects the implementation of product quality principles according to Kotler and Keller. This program seeks to satisfy the needs of participants by presenting relevant and quality material and selecting speakers who are experts in their fields. The Afterwork Program also provides added value by presenting various themes useful for study participants in everyday life.

d) Services

According to Kotler in the book *Marketing Management* p. 42, the definition of service is *"any action or performance that one party can offer to another party that is essentially intangible."*
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The definition of service ³¹ implies that service is not only limited to tangible products or services but also includes the experience provided to customers. In the context of the Afterwork Study at Masjid Al Lathiif, the ministry not only focuses on the physical aspect but also on providing spiritual and emotional benefits to worshippers.

In the Afterwork study, Masjid Al Lathiif provides various additional services such as kidszone, terascoffee, marbot services, infaq sodaqoh, and ifthor shaum sunnah. This shows the mosque's efforts to create a comfortable atmosphere and provide benefits to worshippers. Although no special treatment is mentioned, the existence of these facilities and programs can improve the quality of the experience of study participants.

³⁰ Kotler and Keller, *Marketing Management*.

³¹ Kotler & Keller (2016)

The concept put forward by Kotler about the relationship between service quality and customer satisfaction is also very relevant in the context of the Afterwork Study at Masjid Al Lathiif. Study participants expect the programs organized by the mosque to meet their expectations and needs. If the program provides relevant and constructive benefits, participants will feel satisfied and likely to repeat their participation.

The management also analogized the level of satisfaction of pilgrims with the phenomenon of repeat orders on goods products. He attributed customer satisfaction to repeated participation in the Afterwork study program which showed that participants felt the program could provide considerable benefits and relevance for them. It also shows that Masjid Al Lathiif's services can meet the study participants' expectations and needs. The management also emphasized the importance of sincerity and sincerity in providing services. This reflects the religious values emphasized in mosques, where services are conducted sincerely to gain Allah's pleasure and serve worshippers sincerely. These two factors can create a warm and welcoming environment for study participants.

Study participants gave their opinions by giving real pictures of their experiences in participating in the Afterwork program at Masjid Al Lathiif. They convey feelings of comfort, wisdom gained, useful insights, and high satisfaction. They also appreciated the facilities, atmosphere, and material presented in the study.

Overall, in-depth analysis reveals that Masjid Al Lathiif has implemented one of its product strategies, namely by providing good and satisfactory service for Afterwork study participants per Kotler's service theory. Through the programs provided, the comfortable atmosphere, and sincere service, the mosque creates a rewarding experience for worshippers. This positive impact is reflected in the high level of satisfaction and repeated participation of participants.

E. Conclusion

In research on product strategy "Afterwork" study conducted by Masjid Al Lathiif Bandung, it can be concluded that four important points are carried out. First, they managed to build a strong brand identity by choosing the right name and logo, creating positive brand awareness and loyalty among pilgrims. Second, the packaging of the study is carried out carefully, considering the concept that suits the target audience, and emphasizing the positive impact to be given to pilgrims. Third, the quality of the study is the main focus, including the content of the material, resource persons, facilities, and a quality atmosphere. Finally, good services, including free of charge, attractive hosts, adequate facilities, and support of hijra youth, help create a strong connection between pilgrims and the study of "Afterwork." Masjid Al Lathiif successfully implemented the four points of this product strategy and has attracted the target market's attention and achieved success in marketing the study product.

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