

ABSTRAK

Baroroh, Arina Kiromam. NIM 2210922011. 2026. *Strategi pengembangan busana muslim bilbana dalam meningkatkan penjualan produk ditinjau dari perspektif etika bisnis Islam*. Skripsi, Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Muhammadiyah Jember. Pembimbing: (I) Siti Khayisatuzahro Nur, M.E.I, (II) Miftahul Hasanah, M.E.I.

Kata Kunci: Strategi Pengembangan Bisnis, Penjualan Produk, Etika Bisnis Islam, Analisis SWOT Busana Muslim.

Industri busana muslim Bilbana di Indonesia terus berkembang sehingga pelaku usaha dituntut menerapkan strategi pengembangan bisnis yang adaptif tanpa mengabaikan nilai-nilai syariah. Penelitian ini juga bertujuan menganalisis perencanaan dan penerapan strategi pengembangan bisnis Bilbana, menilai kesesuaiannya dengan prinsip etika bisnis Islam, serta memetakan kekuatan, kelemahan, peluang, dan ancaman perusahaan. Penelitian menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara mendalam, dokumentasi, dan angket SWOT terhadap pemilik, karyawan, serta konsumen Bilbana Store di Jenggawah, Jember. Data analisis melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji menggunakan triangulasi sumber dan triangulasi teknik. Hasil penelitian menunjukkan bahwa Bilbana telah menyusun dan menerapkan strategi pengembangan pada aspek produksi, pemasaran, sumber daya manusia, serta desain dan teknologi, meskipun standarisasi operasional dan perlindungan kekayaan intelektual masih perlu dioptimalkan. Praktik bisnis Bilbana juga selaras dengan prinsip etika bisnis Islam, yaitu tauhid, keadilan, keseimbangan, tanggung jawab. Analisis SWOT menempatkan Bilbana pada kuadran Strength-Threat, yang menunjukkan bahwa perusahaan perlu mengoptimalkan kekuatan internal untuk menghadapi ancaman eksternal dan mempertahankan daya saing. Temuan penelitian ini menegaskan bahwa keberlanjutan usaha busana muslim dapat dicapai melalui penerapan strategi bisnis yang adaptif, inovatif, dan berlandaskan nilai-nilai syariah sehingga mampu mendukung peningkatan daya saing dan penjualan perusahaan secara keberlanjutan.

ABSTRACT

Baroroh, Arina Kiromam. Student ID 2210922011. 2026. *Business Development Strategy of Bilbana Muslim Fashion in Increasing Product Sales Viewed from the Perspective of Islamic Business Ethics*. Undergraduate Thesis, Islamic Economics Study Program, Faculty of Islamic Studies, Muhammadiyah University of Jember. Advisors: (I) Siti Khayisatuzahro Nur, M.E.I, (II) Miftahul Hasanah, M.E.I.

Keywords: Business Development Strategy, Product Sales, Islamic Business Ethics, SWOT Analysis of Muslim Fashion.

The Bilbana Muslim fashion industry in Indonesia continues to grow, requiring business actors to implement adaptive business development strategies without neglecting sharia values. This study also aims to analyze the planning and implementation of Bilbana's business development strategy, assess its compliance with the principles of Islamic business ethics, and map the company's strengths, weaknesses, opportunities, and threats. The study used a descriptive qualitative method with data collection techniques through observation, in-depth interviews, documentation, and a SWOT questionnaire administered to the owner, employees, and consumers of Bilbana Store in Jenggawah, Jember. The data were analyzed through the stages of data reduction, data presentation, and conclusion drawing, while the validity of the data was tested using source triangulation and technique triangulation. The results show that Bilbana has formulated and implemented development strategies in the aspects of production, marketing, human resources, and design and technology, although operational standardization and intellectual property protection still need to be optimized. Bilbana's business practices are also in line with the principles of Islamic business ethics, namely tawhid (monotheism), justice, balance, responsibility. The SWOT analysis places Bilbana in the Strength-Threat quadrant, indicating that the company needs to optimize its internal strengths to face external threats and maintain its competitiveness. The findings of this study confirm that the sustainability of the Muslim fashion business can be achieved through the implementation of adaptive, innovative business strategies grounded in sharia values, thereby supporting the sustainable improvement of the company's competitiveness and sales.