

ABSTRAK

Hasanah, Tiflatul. NIM 2210922010. 2026. *The Implementation of Work Ethics and Business Development Strategy of Batik Karimata from an Islamic Business Perspective*. Undergraduate Thesis, Islamic Economics Study Program, Faculty of Islamic Studies, University of Muhammadiyah Jember. Advisors: (I) Dhofir Catur Basori, M.H.I, (II) Istikomah, M.H.I.

Keywords: Islamic Work Ethics, Business Development Strategy, Islamic Business, Batik MSME, Shiddiq Amanah Tabligh Fathonah

Islamic work ethics and business development strategy are two interrelated pillars in sustaining a sharia-based business. This study analyzes the implementation of work ethics and business development strategy at Batik Karimata, a micro, small, and medium enterprise (MSME) engaged in batik production located in Summersari, Jember Regency, while also evaluating these practices from an Islamic business perspective. The study employs a descriptive qualitative approach, with data obtained through in-depth interviews with the business owner, production staff, and consumers, complemented by observation and documentation. The data were then analyzed through data reduction, data presentation, and conclusion drawing, and their validity was tested using source and technique triangulation. The results show that Batik Karimata has implemented Islamic work ethics through responsibility, a positive attitude and communication, work discipline, and perseverance, while its business development strategy encompasses sales growth, operational efficiency, product innovation and quality, competitive advantage, and business sustainability; only market expansion through digital marketing has not yet been optimally implemented. Assessed against the four prophetic traits—shiddiq (honesty), amanah (trustworthiness), tabligh (communicativeness), and fathonah (intelligence)—the business practices are generally in line with Islamic business values, although the fathonah dimension still requires strengthening, particularly in the execution of digital marketing. These findings indicate that a relatively young batik MSME rooted in local culture is capable of growing into an internationally oriented business without departing from Islamic work ethics.

ABSTRACT

Hasanah, Tiflatul. NIM 2210922010. 2026. *Penerapan Etika Kerja Dan Strategi Pengembangan Bisnis Batik Karimata Dalam Perspektif Bisnis Islam*. Skripsi, Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Muhammadiyah Jember. Pembimbing: (I) Dhofir Catur Basori, M.H.I, (II) Istikomah, M.H.I.

Kata Kunci: Etika Kerja Islami, Strategi Pengembangan Bisnis, Bisnis Islam, UMKM Batik, Shiddiq Amanah Tabligh Fathonah

Etika kerja Islami dan strategi pengembangan bisnis merupakan dua pilar yang saling berkaitan dalam menjaga keberlangsungan usaha berbasis syariah. Penelitian ini menganalisis penerapan etika kerja dan strategi pengembangan bisnis pada Batik Karimata, sebuah usaha mikro, kecil, dan menengah (UMKM) batik yang berlokasi di Summersari, Kabupaten Jember, sekaligus mengevaluasi praktik tersebut dalam perspektif bisnis Islam. Penelitian ini menggunakan pendekatan deskriptif kualitatif, dengan data diperoleh melalui wawancara mendalam terhadap pemilik usaha, karyawan bagian produksi, dan konsumen, dilengkapi observasi dan dokumentasi, kemudian dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan, serta diuji keabsahannya melalui triangulasi sumber dan teknik. Hasil penelitian menunjukkan bahwa Batik Karimata telah menerapkan etika kerja Islami melalui tanggung jawab, sikap positif dan komunikasi, disiplin kerja, serta ketekunan, sementara strategi pengembangan bisnisnya mencakup pertumbuhan penjualan, efisiensi operasional, inovasi dan kualitas produk, keunggulan kompetitif, serta keberlanjutan usaha; hanya perluasan pasar melalui pemasaran digital yang belum diterapkan secara optimal. Dinilai berdasarkan empat sifat kenabian, yaitu shiddiq (jujur), amanah (dapat dipercaya), tabligh (komunikatif), dan fathonah (cerdas), praktik usaha ini secara umum telah selaras dengan nilai-nilai bisnis Islam, meskipun dimensi fathonah masih memerlukan penguatan, khususnya dalam eksekusi pemasaran digital. Temuan ini menunjukkan bahwa UMKM batik yang masih muda dan berakar pada budaya lokal mampu tumbuh menjadi usaha berorientasi internasional tanpa melepaskan diri dari etika kerja Islami.