ABSTRAK

Skripsi dengan judul "Studi Komparatif Usaha Kuliner Mandiri dan Franchise Berdasarkan Prinsip Ekonomi Syariah Untuk Membangun Reputasi Usaha (Studi Kasus Pada usaha Ayam Geprek Kane Dan Ayam Geprek Sa'i)" ini ditulis oleh Muhamad Renanda Salsabila Alaudin, NIM 1860402221042, dengan dosen pembimbing Ana Muntadhirotul Maghfiroh, M.Pd.

Kata Kunci: Usaha Kuliner Mandiri, Usaha Kuliner *Franchise*, Ekonomi Syariah, Reputasi Usaha

Perkembangan industri kuliner di Indonesia mendorong munculnya berbagai model usaha, salah satunya usaha mandiri dan franchise. Kedua model usaha tersebut memiliki karakteristik yang berbeda dalam sistem pengelolaan sehingga menarik untuk dikaji berdasarkan perspektif ekonomi syariah. Penelitian ini bertujuan untuk menganalisis kesesuaian praktik usaha kuliner mandiri Ayam Geprek Kane dan usaha franchise Ayam Geprek Sa'i berdasarkan perspektif ekonomi syariah serta menganalisis perbandingan praktik usaha kedua model usaha tersebut dalam perspektif ekonomi syariah.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus. Penelitian dilakukan pada Ayam Geprek Kane dan Ayam Geprek Sa'i. Pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Analisis data meliputi reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji menggunakan triangulasi sumber dan triangulasi teknik.

Hasil penelitian menunjukkan bahwa berdasarkan perspektif ekonomi syariah, praktik usaha Ayam Geprek Kane sebagai usaha mandiri dan Ayam Geprek Sa'i sebagai usaha franchise secara umum telah sesuai dengan prinsip keadilan, kejujuran (amanah), tanggung jawab (mas'uliyah), serta terhindar dari unsur riba, gharar, dan maysir. Perbandingan praktik usaha menunjukkan bahwa kedua usaha memiliki persamaan dalam penerapan praktik operasional, pelayanan, transaksi, serta penerapan prinsip-prinsip ekonomi syariah. Adapun perbedaannya terletak pada sistem pengelolaan usaha, di mana Ayam Geprek Kane memiliki fleksibilitas dalam pengambilan keputusan dan pengelolaan usaha, sedangkan Ayam Geprek Sa'i menjalankan operasional berdasarkan sistem dan standar yang ditetapkan oleh manajemen pusat. Temuan penelitian menunjukkan bahwa kesesuaian praktik usaha terhadap prinsip ekonomi syariah tidak ditentukan oleh bentuk usaha, melainkan oleh komitmen pelaku usaha dalam menerapkan nilai-nilai syariah dalam kegiatan operasional usaha.

ABSTRACT

The thesis entitled ”A Comparative Study of Independent and Franchise Culinary Businesses Based on Sharia Economic Principles for Business Reputation Building (A Case Study of Ayam Geprek Kane and Ayam Geprek Sa’i)" was written by Muhamad Renanda Salsabila Alaudin, Student Identification Number 1860402221042, under the supervision of Ana Muntadhirotul Maghfiroh, M.Pd.

Keywords: Independent Culinary Business, *Franchise* Culinary Business, Islamic Economics, Business Reputation

The development of the culinary industry in Indonesia has encouraged the emergence of various business models, including independent businesses and franchises. These two business models have different management characteristics, which may influence the implementation of sharia economic principles and the process of building business reputation. This study aims to analyze the implementation of sharia economic principles in the independent culinary business Ayam Geprek Kane and the franchise culinary business Ayam Geprek Sa’i, as well as to analyze the differences in the implementation mechanisms of sharia principles in building business reputation.

This study employed a qualitative method with a case study approach. The research was conducted at Ayam Geprek Kane and Ayam Geprek Sa’i. Data were collected through interviews, observation, and documentation. Data analysis consisted of data reduction, data presentation, and conclusion drawing. The validity of the data was tested using source triangulation and technique triangulation.

The results showed that the business practices of Ayam Geprek Kane as an independent culinary business and Ayam Geprek Sa’i as a franchise business were generally in accordance with sharia economic principles, including justice, honesty, responsibility, and the avoidance of riba, gharar, and maysir. Both businesses demonstrated the same ability to implement sharia economic principles; however, they differed in the mechanisms of implementation. Ayam Geprek Kane applied sharia principles through a more flexible approach based on the direct decisions and commitment of the business owner, while Ayam Geprek Sa’i implemented them through a more structured management system supported by operational standards and company procedures. These differences also influenced the way each business built its reputation. Ayam Geprek Kane developed its reputation through personal relationships, trust, and direct interaction with consumers, whereas Ayam Geprek Sa’i built its reputation through consistency of systems, standardized services, and brand identity. The findings indicate that business reputation in the perspective of sharia economics is not determined by the type of business model, but by the consistency of business actors in implementing sharia values in their operational activities.