ABSTRAK

Skripsi dengan judul "Implementasi Pemasaran Syariah dalam Pengembangan Bisnis Katering Halal (Studi Kasus Dapur Ndeso Salsabila)", ini ditulis oleh Naza Aulia Arfa'i, NIM. 1860402222093, dengan pembimbing Muhamad Ali Tamrin, M. Sy.

Kata Kunci: Pemasaran Syariah, Pengembangan Bisnis, Katering Halal, UMKM.

Penelitian ini dilatarbelakangi oleh semakin berkembangnya persaingan usaha katering yang menuntut pelaku usaha tidak hanya menawarkan produk yang berkualitas, tetapi juga menerapkan strategi pemasaran yang sesuai dengan nilai-nilai syariah. Dalam praktiknya, masih ditemukan kesenjangan antara konsep ideal pemasaran syariah dengan pelaksanaannya di lapangan, khususnya pada aspek transparansi informasi, komunikasi kepada konsumen, dan konsistensi penerapan etika bisnis.

Tujuan penelitian ini untuk mendeskripsikan implementasi pemasaran syariah pada Dapur Ndeso Salsabila, mengidentifikasi faktor-faktor yang mendukung dan menghambat implementasi pemasaran syariah dalam pengembangan bisnis katering halal, serta menganalisis kesesuaian praktik pemasaran dengan prinsip-prinsip pemasaran syariah yang meliputi *shiddiq, amanah, tabligh,* dan *fathanah*.

Metode penelitian dengan menggunakan pendekatan kualitatif dengan jenis penelitian studi kasus. Data diperoleh melalui observasi, wawancara, dan dokumentasi yang melibatkan pemilik usaha, karyawan, dan konsumen sebagai informan. Analisis data dilakukan melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan, sedangkan keabsahan data diuji menggunakan triangulasi sumber dan triangulasi teknik.

Hasil penelitian ini, menunjukkan bahwa implementasi pemasaran syariah di Dapur Ndeso Salsabila dilakukan melalui penyediaan produk yang berkualitas, penetapan harga yang disesuaikan dengan kualitas produk, promosi secara langsung maupun melalui media digital sederhana seperti WhatsApp, serta pelayanan yang mengutamakan hubungan baik dengan pelanggan. Faktor pendukung implementasi pemasaran syariah meliputi kualitas produk, kepercayaan konsumen, hubungan yang baik dengan pelanggan, dan kerja sama antar karyawan, sedangkan faktor penghambatnya meliputi keterbatasan sumber daya manusia, promosi digital yang belum optimal, serta kendala komunikasi ketika jumlah pesanan meningkat. Hasil analisis juga menunjukkan bahwa praktik pemasaran yang dilakukan telah mencerminkan prinsip *shiddiq, amanah, tabligh,* dan *fathanah*, meskipun penerapan prinsip *tabligh* belum sepenuhnya optimal karena dalam kondisi tertentu penyampaian informasi kepada konsumen masih mengalami keterlambatan. Dengan demikian, implementasi pemasaran syariah yang diterapkan Dapur Ndeso Salsabila tidak hanya berperan dalam menjaga kepatuhan terhadap nilai-nilai syariah, tetapi juga mendukung pengembangan bisnis melalui peningkatan kepercayaan konsumen, loyalitas pelanggan, dan daya saing usaha.

ABSTRACT

This thesis entitled "Implementation of Sharia Marketing in the Development of a Halal Catering Business (A Case Study of Dapur Ndeso Salsabila)" was written by Naza Aulia Arfa'i, NIM 1860402222093, supervised by Muhamad Ali Tamrin, M.Sy.

Keywords: Sharia Marketing, Business Development, Halal Catering, MSMEs.

This study was motivated by the increasingly competitive catering business, which requires business owners not only to provide high-quality products but also to implement marketing strategies that are in accordance with Islamic values. In practice, there is still a gap between the ideal concept of Sharia marketing and its implementation, particularly in terms of information transparency, communication with customers, and the consistent application of Islamic business ethics.

The objectives of this study are to describe the implementation of Sharia marketing at Dapur Ndeso Salsabila, to identify the supporting and inhibiting factors affecting the implementation of Sharia marketing in the development of its halal catering business, and to analyze the conformity of its marketing practices with the principles of Sharia marketing, namely *shiddiq* (honesty), *amanah* (trustworthiness), *tabligh* (communicativeness), and *fathanah* (wisdom).

This research employed a qualitative approach using a case study design. Data were collected through observations, interviews, and documentation involving the business owner, employees, and customers as research informants. The data were analyzed through the processes of data reduction, data presentation, and conclusion drawing. The validity of the data was ensured through source triangulation and technique triangulation.

The findings reveal that the implementation of Sharia marketing at Dapur Ndeso Salsabila is reflected in providing high-quality products, setting prices according to product quality, conducting direct promotion and simple digital marketing through WhatsApp, and delivering services that prioritize good relationships with customers. The supporting factors include product quality, customer trust, strong customer relationships, and effective cooperation among employees. Meanwhile, the inhibiting factors consist of limited human resources, suboptimal digital marketing, and communication constraints during periods of increased customer orders. The findings also indicate that the marketing practices have generally reflected the principles of *shiddiq*, *amanah*, *tabligh*, and *fathanah*. However, the implementation of the *tabligh* principle has not been fully optimized, as communication with customers occasionally experiences delays during peak order periods. Therefore, the implementation of Sharia marketing at Dapur Ndeso Salsabila not only supports compliance with Islamic values but also contributes to business development by enhancing customer trust, customer loyalty, and business competitiveness.