

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi pengembangan bisnis pada UMKM Donkus Lumer by DRL di Kota Jambi menurut perspektif etika bisnis Islam. UMKM Donkus Lumer by DRL merupakan usaha kuliner yang berhasil mengembangkan usahanya secara efektif dan efisien tanpa melanggar prinsip dan etika bisnis Islam. Data diperoleh melalui wawancara mendalam dengan pemilik usaha dan observasi langsung terhadap kegiatan operasional bisnis. Analisis data dilakukan dengan menggabungkan teori strategi bisnis dan prinsip-prinsip etika bisnis Islam dan juga menggunakan analisis SWOT. Hasil penelitian menunjukkan bahwa strategi pengembangan bisnis Donkus Lumer by DRL meliputi peningkatan kualitas produk, inovasi menu, pemanfaatan media sosial untuk promosi, peningkatan pelayanan kepada pelanggan dan dalam strategi pemasarannya menggunakan bauran pemasaran islam. Dalam perspektif etika bisnis Islam, strategi tersebut sejalan dengan prinsip-prinsip kejujuran, transparansi dalam berbisnis, memberikan pelayanan yang adil kepada pelanggan, dan kemurahan hati.

Kata Kunci: strategi pengembangan bisnis, UMKM, etika bisnis Islam, Donkus Lumer by DRL, Kota Jambi.

ABSTRACT

This study aims to analyze the business development strategy of UMKM Donkus Lumer by DRL in Jambi City from the perspective of Islamic business ethics. UMKM Donkus Lumer by DRL is a culinary business that has succeeded in developing its business effectively and efficiently without violating the principles and ethics of Islamic business. Data were obtained through in-depth interviews with business owners and direct observation of business operational activities. Data analysis was carried out by combining business strategy theory and the principles of Islamic business ethics and also using SWOT analysis. The results of the study indicate that the business development strategy of Donkus Lumer by DRL includes improving product quality, menu innovation, utilizing social media for promotion, improving customer service and in its marketing strategy using an Islamic marketing mix. From the perspective of Islamic business ethics, this strategy is in line with the principles of honesty, transparency in business, providing fair service to customers, and generosity.

Keywords: *business development strategy, UMKM, Islamic business ethics, Donkus Lumer by DRL, Jambi City.*