

ABSTRAK

Peningkatan partisipasi perempuan dalam kegiatan ekonomi dipicu oleh perubahan konsep dan sikap masyarakat, serta peningkatan yang berkelanjutan, melalui partisipasi aktif dalam pembangunan, perempuan mampu berkontribusi memenuhi kebutuhan hidup dari penghasilan mereka sendiri. Penelitian ini bertujuan untuk Untuk mengetahui dan menganalisis faktor-faktor yang mendorong perempuan bekerja di *franchise* Tom pizza dan peran perempuan bekerja di *franchise* Tom pizza dalam meningkatkan ekonomi keluarga. Penelitian ini merupakan penelitian kualitatif, informan dalam penelitian sebanyak 8 orang karyawan tom pizza, pelaku usaha tom pizza, dan kajian gender. Hasil penelitian menunjukkan bahwa perempuan yang bekerja di Tom Pizza didorong oleh motif ekonomi, yaitu untuk membantu memenuhi kebutuhan rumah tangga, serta motif sosial dan budaya. Dalam konteks fiqh perempuan, aktivitas kerja mereka dipandang mubah (boleh) selama tidak melanggar prinsip-prinsip syariah, seperti menjaga kehormatan, mendapatkan izin suami (bagi yang menikah), dan tidak melalaikan kewajiban domestik. Penelitian ini juga mengungkap bahwa keterlibatan perempuan sebagai tenaga kerja berkontribusi signifikan terhadap stabilitas ekonomi keluarga, sekaligus menandai pergeseran peran dari domestik ke publik. Implikasi dari temuan ini menunjukkan perlunya dukungan kebijakan yang berpihak pada pekerja perempuan, serta pendekatan fiqh yang adaptif terhadap realitas kontemporer. Penelitian ini diharapkan dapat menjadi rujukan dalam pengembangan studi tentang perempuan, ekonomi keluarga, dan fiqh perempuan

Kata Kunci: Perempuan Bekerja, Perekonomian Keluarga, Fiqh Perempuan, Franchise, Tom Pizza

ABSTRACT

The increasing participation of women in economic activities is driven by changes in societal concepts and attitudes, as well as ongoing improvements. Through active involvement in development, women are able to contribute to meeting their daily needs through their own income. This study aims to identify and analyze the factors

that motivate women to work at the Tom Pizza franchise, as well as to examine the role of working women in improving family economic conditions through their employment at Tom Pizza. This research employs a qualitative approach, with informants consisting of eight Tom Pizza employees, the business owner, and gender studies experts. The findings reveal that female employees at Tom Pizza are motivated primarily by economic factors, namely to help fulfill household needs, as well as by needs for self-actualization and social interaction. From the perspective of Islamic jurisprudence (fiqh al-nisa'), their employment is considered permissible (mubah) as long as it adheres to Islamic principles, such as maintaining personal dignity, obtaining spousal consent (for married women), and not neglecting domestic responsibilities. The study also highlights that women's involvement in the labor market significantly contributes to household economic stability and reflects a broader shift from traditional domestic roles to active public participation. These findings imply the importance of gender-sensitive policies and the need for a more contextual and adaptive interpretation of fiqh to align with contemporary social realities. This research is expected to serve as a reference for further studies on women, family economics, and Islamic commercial jurisprudence (women's fiqh).

Keywords: *Working Women, Family Economy, Women's Fiqh, Franchise, Tom Pizza*