

ABSTRAK

Penelitian ini bertujuan untuk menganalisis proses produksi halal yang diterapkan oleh pelaku usaha Nindyfa Cake, serta mengkaji sejauh mana penerapan etika bisnis Islam mampu mendukung peningkatan reputasi usaha. Nindyfa Cake merupakan usaha mikro di bidang makanan yang telah memperoleh sertifikat halal dan berkomitmen menjaga kehalalan produknya, baik dari aspek bahan baku, proses produksi, maupun etika dalam berbisnis. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan pendekatan studi kasus. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi. Hasil penelitian menunjukkan bahwa Nindyfa Cake telah menerapkan prinsip-prinsip etika bisnis Islam seperti kejujuran, amanah, tanggung jawab, dan keadilan dalam menjalankan proses produksi halal. Peluang dalam implementasi produksi halal yaitu dapat meningkatkan reputasi dan kepercayaan konsumen, meningkatkan kesadaran masyarakat terhadap produk halal, dan meningkatkan daya saing di pasar. Adapun tantangan yang dihadapi berupa keterbatasan fasilitas produksi dan biaya sertifikasi, persaingan pasar dan kurangnya edukasi konsumen. Faktor-faktor yang mempengaruhi kepatuhan usaha Nindyfa Cake terhadap standar halal yaitu kesadaran religius, komitmen terhadap penggunaan bahan dan juga sertifikat halal. Penerapan proses produksi halal dan etika bisnis Islam terbukti mampu meningkatkan reputasi usaha di tengah masyarakat.

Kata Kunci: Produksi Halal, Reputasi Usaha dan Etika Bisnis Islam,

ABSTRACT

This study aims to analyze the halal production process implemented by the microenterprise Nindyfa Cake and to examine the extent to which the application of Islamic business ethics supports the enhancement of business reputation. Nindyfa Cake is a micro-scale food business that has obtained halal certification and is committed to maintaining the halal integrity of its products, including raw materials, production processes, and ethical business practices. This research employs a descriptive qualitative method with a case study approach. Data were collected through observation, in-depth interviews, and documentation. The results show that Nindyfa Cake has applied key principles of Islamic business ethics, such as honesty, trustworthiness (amanah), responsibility, and justice, throughout its halal production process. The opportunities in implementing halal production include enhancing business reputation and consumer trust, increasing public awareness of halal products, and improving market competitiveness. The challenges faced include limited production facilities and certification costs, market competition, and a lack of consumer education. Factors influencing Nindyfa Cake's compliance with halal standards include religious awareness, commitment to using halal-certified ingredients, and the possession of halal certification. The application of halal production processes and Islamic business ethics has been proven to strengthen consumer trust and enhance the reputation of the business within the community.

Keywords: *Halal Production, Business Reputation, Islamic Business Ethics*