

ABSTRAK

Perkembangan bisnis kuliner yang semakin pesat menuntut pelaku usaha untuk tidak hanya berorientasi pada keuntungan, tetapi juga memperhatikan aspek etika dalam setiap aktivitasnya. Fenomena yang terjadi di lapangan, masih ditemukan berbagai permasalahan seperti kurang konsistennya pelayanan karyawan, perbedaan cara melayani konsumen, serta potensi kurangnya transparansi dalam penyampaian informasi produk. Namun demikian Rumah Makan Ayam Goreng Nelongso Cabang Bangkalan telah menunjukkan upaya dalam menerapkan nilai-nilai etika seperti menjaga keramahan pelayanan, memastikan kebersihan, serta mempertahankan kehalalan produk meskipun implementasinya belum sepenuhnya optimal dan masih memerlukan evaluasi lebih lanjut.

Penelitian ini bertujuan untuk menganalisis manajemen pengelolaan dan pelayanan serta mengkaji implementasi etika bisnis Islam pada Rumah Makan Ayam Goreng Nelongso Cabang Bangkalan ditinjau dari perspektif Maqashid al-Shariah. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan lapangan (*field research*). Data dikumpulkan melalui wawancara, observasi, dan dokumentasi dengan melibatkan pengelola, karyawan, serta konsumen sebagai informan utama.

Hasil penelitian menunjukkan bahwa pengelolaan usaha telah berjalan sesuai SOP dan didukung nilai kerja TRENDI. Penerapan etika bisnis Islam terlihat dari adanya kejujuran dalam penyampaian informasi keadilan dalam pelayanan serta tanggung jawab dalam menjaga kualitas dan kehalalan produk. Jika ditinjau dari Maqashid al-Shariah praktik yang dilakukan telah mencerminkan upaya menjaga lima aspek utama, yaitu agama, jiwa, akal, keturunan, dan harta.

Kata kunci: Etika Bisnis Islam, Maqashid al-Shariah, Manajemen Usaha, Nelongso, Trendi

ABSTRACT

The rapid development of the culinary business requires business actors to not only be profit-oriented, but also pay attention to ethical aspects in each of their activities. Phenomena that occur in the field are still found various problems such as inconsistent employee service, differences in how to serve consumers, and the potential lack of transparency in the delivery of product information. However the Nelongso Fried Chicken Restaurant Bangkalan Branch has shown efforts in implementing ethical values, such as maintaining service friendliness, ensuring cleanliness, and maintaining the halalness of products, even though the implementation is not fully optimal and still requires further evaluation.

This study aims to analyze management and service management and examine the implementation of Islamic business ethics at Nelongso Fried Chicken Restaurant Bangkalan Branch reviewed from the perspective of Maqashid al-Shariah. The method used is qualitative research with a field research approach. Data is collected through interviews, observations, and documentation by involving managers, employees, and consumers as the main informants.

The results of the study show that business management has been running according to SOPs and supported by TRENDI work values. The application of Islamic business ethics can be seen from honesty in the delivery of information, fairness in service, and responsibility in maintaining the quality and halalness of products. If viewed from Maqashid al-Shariah, the practice carried out has reflected efforts to maintain five main aspects, namely religion, soul, intellect, heredity, and property.

Keywords: *Islamic Business Ethics, Maqashid al-Shariah, Business Management, Nelongso, Trendi.*