

ABSTRAK

Etos kerja Islami merupakan seperangkat nilai kerja yang berlandaskan ajaran Islam dan berperan penting dalam membentuk sikap serta perilaku kerja seseorang. Dalam industri batik, penerapan etos kerja Islami menjadi penting karena tidak hanya membutuhkan keterampilan teknis, tetapi juga nilai disiplin, tanggung jawab, kreativitas, pelayanan, dan ketangguhan. Penelitian ini bertujuan untuk mengetahui implementasi etos kerja Islami pada UMKM Tresna Art Madura dan Pesona Batik Madura di Kabupaten Bangkalan serta menganalisis perbandingan penerapannya.

Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus dan deskriptif-komparatif. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi terhadap pemilik usaha, karyawan, kasir, dan pengrajin batik. Analisis data dilakukan menggunakan aplikasi NVivo berdasarkan indikator etos kerja Islami menurut Toto Tasmara, yaitu *Istiqamah*, kreatif, bahagia karena melayani, tanggung jawab (amanah), serta tangguh dan pantang menyerah.

Hasil penelitian menunjukkan bahwa: 1) Implementasi etos kerja Islami pada kedua UMKM telah diterapkan melalui lima indikator utama, yaitu *Istiqamah* dalam disiplin dan komitmen kerja, kreatif melalui inovasi dan gagasan baru, bahagia karena melayani melalui sikap sabar dan senang melayani pelanggan, tanggung jawab melalui sikap amanah, serta tangguh dan pantang menyerah melalui semangat kerja dan keteguhan menghadapi tantangan usaha. 2) Hasil perbandingan menunjukkan bahwa Tresna Art Madura lebih menonjol pada aspek pelayanan dan keterlibatan pekerja, sedangkan Pesona Batik Madura lebih menonjol pada kualitas produk, inovasi, dan pengelolaan usaha oleh pemilik. Dengan demikian, kedua UMKM telah menerapkan etos kerja Islami meskipun memiliki karakteristik yang berbeda.

Kata Kunci: Etos Kerja Islami, Pesona Batik Madura, Tresna Art Madura, UMKM Batik,

ABSTRACT

Islamic work ethic is a set of work values that are based on Islamic teachings and play an important role in shaping a person's work attitudes and behavior. In the batik industry, applying the Islamic work ethic is important because it not only requires technical skills, but also the values of discipline, responsibility, creativity, service and resilience. This research aims to determine the implementation of the Islamic work ethic in Tresna Art Madura and Pesona Batik Madura MSMEs in Bangkalan Regency and analyze the comparison of its implementation.

This research uses a qualitative method with a case study and descriptive-comparative approach. Data collection techniques were carried out through interviews, observation and documentation of business owners, employees, cashiers and batik craftsmen. Data analysis was carried out using the NVivo application based on indicators of the Islamic work ethic according to Toto Tasmara, namely Istiqamah, creativity, happiness from serving, responsibility (trust), as well as being tough and never giving up.

The research results show that: 1) The implementation of the Islamic work ethic in the two UMKMs has been implemented through five main indicators, namely Istiqamah in work discipline and commitment, creativity through innovation and new ideas, happiness from serving through a patient attitude and pleasure in serving customers, responsibility through an attitude of trust, and toughness and never giving up through work enthusiasm and determination in facing business challenges. 2) The comparison results show that Tresna Art Madura is more prominent in the aspects of service and worker involvement, while Pesona Batik Madura is more prominent in product quality, innovation and business management by the owner. Thus, both UMKMs have implemented an Islamic work ethic even though they have different characteristics.

Keywords: *Batik UMKM, Islamic Work Ethic Pesona Batik Madura, Tresna Art Madura,*