

## ABSTRAK

Skripsi yang berjudul, Analisis Perilaku Produsen dalam Proses Produksi Minuman Tradisional Legen ditinjau dari Etika Produksi Islam ( Studi Kasus Usaha Legen Cak Dilla Dusun Larangan) ini bertujuan untuk menjawab dua pertanyaan, yakni: bagaimana perilaku produsen dalam proses produksi minuman legen di usaha legen cak Dilla dan bagaimana analisis perilaku produsen dalam proses produksi minuman legen di usaha legen cak Dilla ditinjau dari etika produksi Islam.

Metode penelitian yang digunakan adalah deskriptif kualitatif. Teknik pengumpulan data yang digunakan adalah dari Hasil wawancara, observasi secara langsung kegiatan produksi, dan dokumentasi.

Hasil penelitian menunjukkan bahwa: Perilaku produsen dalam proses produksi legen cak Dilla meliputi tiga tahap yaitu menentukan jadwal produksi, pengadaan alat dan bahan baku, melakukan produksi. Tinjauan etika produksi Islam pada perilaku produsen dalam aktifitas produksi legen cak Dilla dinilai kurang sesuai karena pada proses pengemasan produk belum menggunakan timbangan liter yang ukurat hanya berdasarkan perkiraan sesuai ukuran botol sehingga menimbulkan ketidak ketaraan isi dalam setiap kemasan, produsen menggunakan botol bekas air mineral yang memiliki kode angka 1 artinya sekali pakai sebagai kemasan produk minuman legen, produsen tidak membari label pada produk artinya tidak memberi informasi terkait komposisi atau bahan baku yang terkandung dalam produk. Kemudian tinjauan prinsip-prinsip produksi Islam yang berkaitan dengan *maqashid al-syari'ah* terhadap produksi legen cak Dilla dinilai kurang sesuai pada distribusi keuntungan yang adil antara pemilik dan pengelola, serta antara manajemen dan buruh, pembagian upah terhadap karyawan dinilai kurang adil, yaitu pada karyawan bagian pengisian dan bagian penyadap upahnya di samakan padahal bagian penyadap memiliki resiko lebih besar karena memanjat ke pohon siwalan.

**Kata Kunci:** Perilaku Produsen, Produksi, Etika Produksi Islam

## **ABSTRACT**

*The thesis entitled, Analysis of Producer Behavior in the Production Process of Traditional Legen Drinks in terms of Islamic Production Ethics (Case Study of Legen Cak Dilla Dusun Larangan) business aims to answer two questions, namely: how is the behavior of producers in the production process of legendary drinks in the Cak Dilla legen business and how to analyze the behavior of producers in the production process of legendary drinks in the Cak Dilla legen business in terms of Islamic production ethics.*

*The research method used is descriptive qualitative. The data collection technique used is the results of interviews, direct observation of production activities, and documentation.*

*The results showed that: The behavior of producers in the production process of cak Dilla includes three stages, namely determining the production schedule, procuring tools and raw materials, carrying out production. A review of Islamic production ethics on the behavior of producers in the production of cak Dilla is considered inappropriate because the product packaging process has not used liter scales whose measurements are only based on estimates according to the size of the bottle, causing inequality in the contents of each package, producers use used mineral water bottles that have code number 1 means that it is disposable as a legendary beverage product packaging, the manufacturer does not put a label on the product, which means that it does not provide information regarding the composition or raw materials contained in the product. Then a review of the principles of Islamic production related to maqashid al-syari'ah on the production of cak Dilla's legend is considered less appropriate in the fair distribution of profits between owners and managers, as well as between management and workers, the distribution of wages to employees is considered unfair, namely at The employees of the charging section and the tapping section have the same wages even though the tappers have a greater risk because they climb into the siwalan tree.*

*Keywords: Producer Behavior, Production, Islamic Production Ethics*