

ABSTRAK

Ayam Geprek Sa'i merupakan gerai atau restoran cepat saji yang menjual makanan dengan menu utama yaitu ayam geprek. Menurut website resmi yang dimiliki oleh Ayam Geprek Sa'i perusahaan ini merupakan perusahaan kemitraan. PT.UKHUWA BERKAH SEMESTA.

Hal tersebut yang mendasari peneliti dalam melakukan penelitian ini mengingat gerai ayam geprek sa'i merupakan usaha kuliner berbasis syariah untuk mengetahui implementasi *syariah compliance* terhadap usaha dan produk Ayam Geprek Sa'i. Adapun tujuan dari penelitian ini adalah mengetahui penerapan *syariah compliance* pada produksi produk olahan ayam geprek sa'i di gerai Ayam Geprek Sa'i Kecamatan Mlonggo, Kabupaten Jepara, Jawa Tengah.

Penelitian ini mendeskripsikan tentang penerapan kepatuhan syariah pada produk olahan ayam pada gerai Ayam Geprek Sa'i. Adapun metode yang digunakan didalam penelitian ini adalah pengamatan tanpa terlibat (*observasi nonparticipant*). Sedangkan teknik pengumpulan data yaitu melalui observasi, wawancara, serta dokumentasi. Seluruh data dapat dilihat validitasnya datanya serta dilakukan analisis melalui proses reduksi data, penyajian data dan penarikan kesimpulan.

Hasil penelitian menunjukkan penerapan *syariah compliance* atau sering disebut kepatuhan syariah terhadap usaha dan produk di gerai Ayam Geprek Sa'i Kecamatan Mlonggo, Kabupaten Jepara, Jawa Tengah. Proses produksi ayam Geprek sa'i di kecamatan Mlonggo sudah menerapkan prinsip kepatuhan syariah atau *syariah compliance* pada setiap proses produksinya, dimulai dari pemilihan bahan baku yg halal dan diperoleh dari pemasok bahan baku ayam yang sudah memiliki sertifikasi halal, penggunaan bahan baku tambahan yang sudah memiliki label Halal MUI.

Kebersihan dan kesucian tempat dan produksi yaitu tempat produksi juga tidak tercemar oleh bahan atau barang najis. Dapur yang digunakan juga hanya dipergunakan untuk produksi halal. Fasilitas dan alat-alat produksi dijaga kebersihan dan ke higienisannya selain itu fasilitas dan alat-alat produksi hanya boleh dipergunakan untuk memproduksi makanan halal.

ABSTRACT

Ayam Geprek Sa'i is a fast food outlet or restaurant that sells food with the main menu, namely geprek chicken. According to the official website owned by Ayam Geprek Sa'i, this company is a partnership company. PT. UKHUWA BERKAH SEMESTA.

This is what underlies the researchers in conducting this research considering that the geprek sa'i chicken outlet is a sharia-based culinary business to find out the implementation of sharia compliance with the business and products of Ayam Geprek Sa'i. The purpose of this study is to find out the application of sharia compliance to the production of processed geprek sa'i chicken products at the Ayam Geprek Sa'i outlet, Mlonggo District, Jepara Regency, Central Java.

This study describes the application of sharia compliance to processed chicken products at the Ayam Geprek Sa'i outlet. The method used in this study is observation without being involved (nonparticipant observation). While the data collection techniques are through observation, interviews, and documentation. All data can be seen for the validity of the data and analysis is carried out through the process of data reduction, data presentation and drawing conclusions.

The results of the study show the implementation of sharia compliance or often called sharia compliance with businesses and products at the Ayam Geprek Sa'i outlet, Mlonggo District, Jepara Regency, Central Java. The production process of Geprek sa'i chicken in Mlonggo sub-district has implemented sharia compliance principles in each of its production processes, starting from selecting halal raw materials and obtaining them from chicken raw material suppliers who already have halal certification, using additional raw materials that already have halal certification. MUI Halal label.

Cleanliness and purity of place and production, namely the place of production is also not polluted by unclean materials or goods. The kitchen used is also only used for halal production. Production facilities and equipment are kept clean and hygienic. In addition, production facilities and equipment may only be used to produce halal food.

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