

ABSTRAK

Penelitian ini dilatarbelakangi oleh fenomena meningkatnya penggunaan *food vlogger* sebagai media promosi digital bagi UMKM di Bangkalan. Peran *food vlogger* dianggap mampu meningkatkan visibilitas dan penjualan produk melalui ulasan yang dianggap jujur dan meyakinkan oleh konsumen. Namun, mekanisme penetapan biaya kerja sama antara UMKM dan *food vlogger* masih beragam dan belum banyak dikaji dalam perspektif ekonomi syariah. Hal ini menimbulkan pertanyaan mengenai keadilan, transparansi, serta kesesuaian akad kerja sama dengan prinsip muamalah Islam, khususnya akad ijarah yang menjadi dasar transaksi jasa dalam Islam.

Metode penelitian yang digunakan adalah kualitatif dengan pendekatan lapangan (*field research*). Data dikumpulkan melalui wawancara, observasi, dan dokumentasi terhadap tiga *food vlogger* di Bangkalan, yaitu Triplicious Story, Mommy Cynta, dan El Mael. Analisis dilakukan dengan pendekatan ekonomi syariah untuk menilai kesesuaian praktik penetapan biaya dengan prinsip keadilan, kesepakatan bersama, kejujuran, ihsan, dan keberkahan. Hasil penelitian menunjukkan adanya variasi model penetapan biaya kerja sama: Triplicious Story lebih menekankan pendekatan *manfa'ah* dengan fleksibilitas harga sesuai manfaat yang dirasakan UMKM, Mommy Cynta menggunakan pendekatan *actual cost* dengan tarif tetap dan komisi penjualan, sedangkan El Mael menggabungkan kedua pendekatan tersebut.

Secara umum, praktik penetapan biaya kerja sama oleh *food vlogger* di Bangkalan telah memenuhi prinsip-prinsip ekonomi syariah dan sesuai dengan akad ijarah, karena jasa promosi diberikan dengan imbalan biaya yang jelas dan disepakati bersama. Model *actual cost* mencerminkan transparansi dalam perhitungan biaya riil, sementara model *manfa'ah* menunjukkan fleksibilitas, keadilan, dan keberkahan karena mempertimbangkan kondisi UMKM serta manfaat yang dirasakan. Penelitian ini menegaskan bahwa kombinasi kedua pendekatan tersebut mampu menciptakan keseimbangan antara keuntungan usaha dan kepuasan pasar, sekaligus menjadi dasar pengembangan pedoman kerja sama promosi yang halal, adil, dan berkelanjutan.

Kata kunci: Penetapan Biaya, UMKM, *Food Vlogger*, Ekonomi Syariah

ABSTRACT

This research is motivated by the phenomenon of the increasing use of food vloggers as a digital promotion medium for MSMEs in Bangkalan. The role of food vloggers is considered capable of increasing product visibility and sales through reviews that are regarded as honest and convincing by consumers. However, the mechanism for determining cooperation fees between MSMEs and food vloggers is still diverse and has not been widely studied from an Islamic economic perspective. This raises questions regarding fairness, transparency, and the conformity of the cooperation contract with the principles of Islamic muamalah, particularly the ijarah contract which forms the basis of service transactions in Islam.

The research method used is qualitative with a field research approach. Data was collected through interviews, observations, and documentation of three food vloggers in Bangkalan, namely Triplicious Story, Mommy Cynta, and El Mael. Analysis was conducted using an Islamic economic approach to assess the compatibility of cost-setting practices with the principles of justice, mutual agreement, honesty, excellence (ihsan), and blessing. The results of the study show variations in cooperation cost-setting models: Triplicious Story emphasizes a benefit-based approach with price flexibility according to the benefits perceived by SMEs, Mommy Cynta uses an actual cost approach with fixed rates and sales commissions, while El Mael combines both approaches.

In general, the practice of setting collaboration fees by food vloggers in Bangkalan has complied with the principles of Sharia economics and is in accordance with the ijarah contract, because promotional services are provided with clear and mutually agreed fees. The actual cost model reflects transparency in calculating real costs, while the manfa'ah model demonstrates flexibility, fairness, and blessing as it takes into account the conditions of MSMEs and the benefits felt. This study confirms that the combination of these two approaches can create a balance between business profits and market satisfaction, while also serving as a basis for developing guidelines for halal, fair, and sustainable promotional collaboration.

Keywords: Cost Setting, MSMEs, Food Vlogger, Islamic Economics