

ABSTRAK

Usaha peternakan ayam ras petelur memiliki peran strategis dalam memenuhi kebutuhan pangan masyarakat serta meningkatkan perekonomian. Namun demikian, dalam praktiknya masih ditemukan berbagai permasalahan, seperti potensi pencemaran lingkungan akibat limbah peternakan, gangguan terhadap masyarakat sekitar, serta belum optimalnya penerapan prinsip etika dalam kegiatan bisnis. Selain itu, terdapat kecenderungan sebagian pelaku usaha lebih berorientasi pada keuntungan tanpa memperhatikan nilai-nilai kejujuran, keadilan, amanah, tanggung jawab, dan keberlanjutan sebagaimana yang diajarkan dalam Islam. Oleh karena itu, penting untuk mengkaji sejauh mana etika bisnis Islam diterapkan dalam usaha peternakan ayam ras petelur serta bagaimana dampaknya terhadap masyarakat sekitar. Penelitian ini bertujuan untuk mengetahui dan menganalisis implementasi etika bisnis Islam pada usaha peternakan ayam ras petelur di Desa Sobih, Kecamatan Burneh, Kabupaten Bangkalan, serta mengidentifikasi faktor pendukung dan penghambat dalam penerapannya.

Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara, dan dokumentasi terhadap informan yang terkait dengan kegiatan usaha peternakan. Analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Alat analisis data menggunakan perangkat lunak Nvivo 15. Untuk menguji keabsahan data, penelitian ini menggunakan teknik triangulasi sumber dan teknik sehingga data yang diperoleh dapat dipertanggungjawabkan secara ilmiah.

Hasil penelitian menunjukkan bahwa implementasi etika bisnis Islam telah berjalan dengan baik, ditandai dengan adanya keadilan, transparansi, tanggung jawab terhadap lingkungan, dapat dipercaya, memberikan bantuan kepada petani serta memberikan manfaat ekonomi kepada konsumen, pekerja dan masyarakat. Faktor pendukung meliputi keterbukaan usaha dan pengelolaan lingkungan yang baik. Adapun faktor penghambat meliputi fluktuasi harga, dan risiko usaha.

Kata kunci: Etika Bisnis Islam, Peternakan Ayam, Implementasi

ABSTRACT

The laying hen farming business plays a strategic role in fulfilling community food needs, particularly as a source of animal protein, and contributes to economic development. However, in practice, various problems are still encountered, such as the potential for environmental pollution due to livestock waste, disturbances to surrounding communities, and the suboptimal implementation of ethical principles in business activities. In addition, there is a tendency among some business actors to prioritize profit without adequately considering the values of honesty, fairness, trustworthiness, responsibility, and sustainability as taught in Islam. Therefore, it is important to examine the extent to which Islamic business ethics are implemented in laying hen farming and how they impact the surrounding community. This study aims to identify and analyze the implementation of Islamic business ethics in laying hen farming in Sobih Village, Burneh District, Bangkalan Regency, as well as to determine the supporting and inhibiting factors in its implementation.

This research employs a qualitative approach with a descriptive research design. Data collection techniques include observation, interviews, and documentation involving informants related to the farming business activities. Data analysis is conducted using the Miles and Huberman model, which consists of data reduction, data display, and conclusion drawing. The data analysis tool used was NVivo 15 software. To ensure data validity, this study employed source triangulation and technique triangulation, so that the data obtained can be scientifically accountable.

The results of the study indicate that the implementation of Islamic business ethics has been carried out well, as reflected in fairness, transparency, environmental responsibility, trustworthiness, providing assistance to farmers, and delivering economic benefits to consumers, workers, and the surrounding community. Supporting factors include business transparency and good environmental management. Meanwhile, inhibiting factors include price fluctuations and business risks.

Keywords: Islamic Business Ethics, Poultry Farming, Implementation