

ABSTRAK

Sarah Sri Rosani Analisis Penerapan Etika Bisnis Islam dalam *Promotion Mix*
(1219220129) pada Bisnis 'Parahyangan Gorden' Kabupaten Bandung

Perkembangan industri garmen dan tekstil yang pesat menyebabkan persaingan usaha semakin ketat, termasuk pada usaha gorden di Kabupaten Bandung. Dalam menghadapi persaingan tersebut, pelaku usaha dituntut menerapkan strategi promosi yang efektif sekaligus sesuai dengan nilai-nilai etika bisnis Islam.

Penelitian ini dilatarbelakangi oleh pentingnya penerapan etika bisnis Islam dalam kegiatan promosi pada persaingan usaha. Penelitian ini bertujuan untuk mengetahui penerapan etika bisnis Islam dalam *promotion mix* pada bisnis Parahyangan Gorden Kabupaten Bandung serta menganalisis kesesuaiannya dengan prinsip-prinsip etika bisnis Islam. Fokus penelitian diarahkan pada bagaimana pelaku usaha menjalankan kegiatan promosi melalui unsur-unsur bauran promosi yang digunakan dalam usaha tersebut.

Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif dengan pendekatan fenomenologi. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Adapun informan utama dalam penelitian ini adalah pemilik usaha Parahyangan Gorden. Data yang diperoleh dianalisis menggunakan analisis tematik dengan mengacu pada empat aksioma etika bisnis Islam menurut Syed Nawab Haider Naqvi yaitu kesatuan (*tauhid*), keseimbangan (*'adl*), kehendak bebas (*ikhtiyar*), dan tanggung jawab (*mas'uliyah*).

Hasil penelitian menunjukkan bahwa Parahyangan Gorden telah menerapkan unsur-unsur *promotion mix* dalam kegiatan usahanya, meliputi *advertising*, *sales promotion*, *personal selling*, dan *public relation*. Promosi dilakukan melalui media sosial, pemberian diskon pada waktu tertentu, komunikasi langsung dengan konsumen, serta menjaga hubungan baik dengan pelanggan. Dalam pelaksanaannya, promosi tersebut dilakukan secara sederhana namun cukup efektif dalam menarik minat konsumen dan mendukung stabilitas penjualan. Kesesuaian strategi *promotion mix* pada Parahyangan Gorden telah sesuai dengan prinsip-prinsip etika bisnis Islam. Hal ini tercermin dari adanya penerapan nilai-nilai utama etika bisnis Islam, yaitu kesatuan (*tauhid*), keseimbangan (*'adl*), kehendak bebas (*ikhtiyar*), serta tanggung jawab (*mas'uliyah*). Dengan demikian, praktik promosi yang dilakukan tidak hanya berorientasi pada keuntungan ekonomi semata, tetapi juga mengedepankan nilai moral dan spiritual sesuai dengan ajaran Islam, sehingga mampu membangun kepercayaan serta loyalitas konsumen secara berkelanjutan.

Kata kunci: etika bisnis Islam, bauran promosi, Parahyangan Gorden.

ABSTRACT

Sarah Sri Rosani *The Analysis of the Implementation of Islamic Business
(1219220129) Ethics in the Promotion Mix at Parahyangan Gorden
Business in Bandung Regency*

The rapid development of the garment and textile industry has led increasingly intense business competition, including in the curtain business sector in Bandung Regency. In facing such competition, business actors are required to implement effective promotional strategies while also adhering to the values of Islamic business ethics.

This study was motivated by the importance of implementing Islamic business ethics in promotional activities amid business competition. This study aims to examine the implementation of Islamic business ethics in the promotion mix at Parahyangan Gorden in Bandung Regency and to analyze its conformity with the principles of Islamic business ethics. The focus of this study is directed at how business actors carry out promotional activities through the elements of promotion mix used in the business.

This research employed a descriptive qualitative method with a phenomenological approach. Data collection techniques were conducted through interviews, observations, and documentation. The main informant in this study was the owner of Parahyangan Gorden. The data obtained were analyzed using thematic analysis based on the four axioms of Islamic business ethics proposed by Syed Nawab Haider Naqvi, namely unity (tauhid), equilibrium ('adl), free will (ikhtiyar), and responsibility (mas'uliyah).

The result of the study indicate that Parahyangan Gorden has implemented elements of the promotion mix in its business activities, including advertising, sales promotion, personal selling, and public relations. Promotional activities are carried out through social media, discounts at certain times, direct communication with consumers, and maintaining good relationships with costumers. In practice, these promotional activities are conducted in a simple yet fairly effective manner in attracting consumer interest and supporting sales stability. The promotion mix strategies implemented by Parahyangan Gorden are considered to be in accordance with the principles of Islamic business ethics. This is reflected in the application of the core values of Islamic business ethics, namely unity (tauhid), equilibrium ('adl), free will (ikhtiyar), and responsibility (mas'uliyah). Therefore, the promotional practices carried out are not solely oriented toward economic profit, but also emphasize moral and spiritual values in accordance with Islamic teachings, thereby fostering consumer trust and long-term customer loyalty.

Keywords: *Islamic business ethics, promotion mix, Parahyangan Gorden.*