

ABSTRAK

PENERAPAN PRINSIP SYARIAH DI INDUSTRI SALON DAN SPA: KAJIAN IMPLEMENTASI FATWA DSN-MUI NO. 108/DSN-MUI/X/2016 (STUDI PADA KIREI SALON DAN SPA MUSLIMAH BEKASI)

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Salon dan spa syariah menjadi salah satu bisnis di bidang jasa yang saat ini sedang tren dan berkembang. Namun, ditemukan adanya ketidaksesuaian dengan Fatwa DSN-MUI NO: 108/DSN-MUI/X/2016 tentang Pedoman Penyelenggaraan Pariwisata berdasarkan Prinsip Syariah tentang Spa, Sauna, dan massage di salon dan spa yang berlabel Islami, seperti adanya pelayanan semir hitam rambut, hair extension, eyelash extension, mencabut alis, dan lain sebagainya. Kirei Salon dan Spa Muslimah Bekasi merupakan spa dan salon dengan strategi *Islamic branding* yaitu mengkhususkan konsumen wanita.

Penelitian ini bertujuan untuk mengetahui operasional di Kirei Salon dan Spa Muslimah Bekasi. Dan untuk mengetahui implementasi Fatwa DSN-MUI NO: 108/DSN-MUI/X/2016 tentang Pedoman Penyelenggaraan Pariwisata berdasarkan Prinsip Syariah tentang Spa, Sauna, dan massage pada Kirei Salon dan Spa Muslimah Bekasi. Penelitian ini menggunakan metode penelitian kualitatif deskriptif. Pengumpulan data dilakukan melalui wawancara dengan pemilik, karyawan, dan pengunjung Kirei Salon dan Spa Muslimah Bekasi, observasi, dan dokumentasi. Kemudian dianalisis menggunakan metode analisis kualitatif Miles dan Huberman atau metode triangulasi.

Hasil penelitian ini menunjukkan mengenai operasional di Kirei Salon dan Spa Muslimah Bekasi dan Kirei Salon dan Spa Muslimah Bekasi belum mengimplementasikan sepenuhnya terkait implementasi Fatwa DSN-MUI Nomor: 108/DSN-MUI/X/2016 tentang Pedoman Penyelenggaraan Pariwisata berdasarkan Prinsip Syariah dalam ketentuan kedelapan penyelenggaraan spa, sauna, dan massage. Dikarenakan terdapat beberapa penggunaan produk yang belum bersertifikat halal dari MUI dan kurang memadainya sarana ibadah yang terpisah antara karyawan atau pengunjung pria dengan karyawan atau pengunjung wanita yang hendak melakukan sholat dalam waktu yang sama.

Berdasarkan hasil penelitian, peneliti memberikan beberapa saran bagi Kirei Salon dan Spa Muslimah Bekasi agar tetap istiqomah dalam menjalankan prinsip syariah dengan tetap mengutamakan kehalalan suatu produk dalam perawatan dan adanya sertifikasi halal MUI di setiap produk serta meningkatkan sarana ibadah yang tersedia.

Kata Kunci: Implementasi, Prinsip Syariah, Salon dan Spa, Fatwa, DSN-MUI No. 108/DSN-MUI/X/2016

ABSTRACT

THE APPLICATION OF SHARIA PRINCIPLES IN THE SALON AND SPA INDUSTRY: AN ANALYSIS OF THE IMPLEMENTATION OF FATWA DSN-MUI NO. 108/DSN-MUI/X/2016 (A STUDY ON KIREI SALON AND SPA MUSLIMAH BEKASI)

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Sharia-based salons and spas have become a trending and growing sector in the service industry. However, there are discrepancies with the DSN-MUI Fatwa No. 108/DSN-MUI/X/2016 regarding Guidelines for Organizing Tourism Based on Sharia Principles related to spas, saunas, and massages in salons and spas that carry an Islamic label. These discrepancies include services such as black hair dyeing, hair extensions, eyelash extensions, eyebrow shaping, and others. Kirei Salon and Spa Muslimah Bekasi is a spa and salon that employs an Islamic branding strategy by focusing exclusively on female customers.

This research aims to examine the operations of Kirei Salon and Muslimah Spa in Bekasi, as well as the application of Fatwa DSN-MUI NO. 108/DSN-MUI/X/2016 on Guidelines for Organizing Tourism Based on Sharia Principles concerning spas, saunas, and massage services at Kirei Salon and Spa Muslimah Bekasi. The study employs a descriptive qualitative research method. Data collection was conducted through interviews with the owner, staff, and customers of Kirei Salon and Spa Muslimah Bekasi, along with observations and documentation. The data was then analyzed using the qualitative analysis method of Miles and Huberman, or the triangulation method.

The results of this research reveal the operational practices at Kirei Salon and Muslimah Spa in Bekasi, showing that Kirei Salon and Muslimah Spa has not yet fully implemented the DSN-MUI Fatwa No: 108/DSN-MUI/X/2016 concerning Guidelines for Tourism Operations Based on Sharia Principles, particularly in relation to the eighth provision regarding the management of spas, saunas, and massages. This is due to the use of some products that have not yet been certified as halal by the MUI and the lack of adequate prayer facilities that separate male employees or visitors from female employees or visitors who wish to perform prayers at the same time.

Based on the study's findings, the researcher offers several recommendations for Kirei Salon and Spa Muslimah Bekasi. It is advised that they remain steadfast in adhering to Sharia principles, prioritize the halal status of all products used in treatments, ensure that each product has MUI halal certification, and improve the available prayer facilities.

Keyword: Implementation, Sharia Principles, Salon and Spa, Fatwa, DSN-MUI No. 108/DSN-MUI/X/2016