

**ANALYSIS OF THE MANAGEMENT STRATEGY OF
VILLAGE-OWNED ENTERPRISES IN THE
PERSPECTIVE OF ISLAMIC BUSINESS ETHICS**

(Study in BUMDes Sambirejo Mart 2024)



By:

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2025 / 1446 H

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UNDERGRADUATE THESIS

Submitted in fulfillment of the requirement for the degree of
Bachelor of Islamic Economics

By

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ABSTRACT

Analysis Of The Management Strategy Of Village-Owned Enterprises In The Perspective Of Islamic Business Ethics (Study in BUMDes Sambirejo Mart 2024)

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This research discusses the analysis of the management strategy of Sambirejo Mart Village-Owned Enterprises in the perspective of Islamic business ethics. The background of the problem in this research is based on the importance of the management strategy of Village-Owned Enterprises as an effort to empower the village economy in accordance with the principles of Islamic business ethics such as Tawhid, honesty, justice, responsibility, and free will. Amid the challenges of rural economic development, the role of Village-Owned Enterprises is strategic in supporting village independence and improving the welfare of local communities. This research aims to analyze the management strategy applied in Sambirejo Mart Village-Owned Enterprise and how it reflects the principles of Islamic business ethics.

This research uses a qualitative method with a descriptive approach, utilizing interviews, observation, and documentation as data collection techniques. The main informants consisted of managers, staff, and consumers of Sambirejo Mart. Data were analyzed through the stages of reduction, presentation, and conclusion drawing. The results showed that Sambirejo Mart applies strategies based on Islamic business ethics principles, such as honesty, fairness, and responsibility in marketing, operations, and financial management. For example, local products are prioritized to support MSMEs, an Islamic work environment is created through mural playback, and finances are managed transparently with profit allocation for village development.

The conclusion of this study is that the application of Islamic business ethics principles in the management of Sambirejo Mart has helped improve community welfare, support business sustainability, and maintain community trust. Despite facing challenges such as limited capital and competition with modern markets, innovation and collaboration efforts remain the key to success. This research recommends optimizing sharia-based strategies and increasing the capacity of human resources to strengthen competitiveness and positive impact on the community.

Keywords: *Village-Owned Enterprise, Sambirejo Mart, Islamic business ethics, management strategy.*

ABSTRAK

Analisis Strategi Pengelolaan Badan Usaha Milik Desa Pada Perspektif Etika Bisnis Islam

(Studi Pada BUMDes Sambirejo Mart Tahun 2024)

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Pada penelitian ini membahas mengenai Analisis strategi pengelolaan Badan Usaha Milik Desa Sambirejo Mart pada perspektif etika bisnis Islam. Latar belakang masalah pada penelitian ini dilandasi oleh pentingnya strategi pengelolaan Badan Usaha Milik Desa sebagai upaya pemberdayaan ekonomi desa yang sesuai dengan prinsip etika bisnis Islam seperti Tauhid, kejujuran, keadilan, tanggung jawab, dan kehendak bebas. Di tengah tantangan pembangunan ekonomi pedesaan, peran Badan Usaha Milik Desa menjadi strategis dalam mendukung kemandirian desa dan meningkatkan kesejahteraan masyarakat lokal. Penelitian ini bertujuan untuk menganalisis strategi pengelolaan yang diterapkan di Badan Usaha Milik Desa Sambirejo Mart dan bagaimana strategi Pengelolaan tersebut mencerminkan prinsip-prinsip etika bisnis Islam.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif, memanfaatkan wawancara, observasi, dan dokumentasi sebagai teknik pengumpulan data. Informan utama terdiri dari pengelola, staf, dan konsumen Sambirejo Mart. Data dianalisis melalui tahapan reduksi, penyajian, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Sambirejo Mart menerapkan strategi berbasis prinsip etika bisnis Islam, seperti kejujuran, keadilan, dan tanggung jawab dalam pemasaran, operasional, dan pengelolaan keuangan. Misalnya, produk lokal diprioritaskan untuk mendukung UMKM, lingkungan kerja Islami diciptakan melalui pemutaran murotal, serta keuangan dikelola secara transparan dengan alokasi keuntungan untuk pembangunan desa.

Kesimpulan penelitian ini adalah bahwa penerapan prinsip-prinsip etika bisnis Islam dalam pengelolaan Sambirejo Mart telah membantu meningkatkan kesejahteraan masyarakat, mendukung keberlanjutan usaha, dan menjaga kepercayaan masyarakat. Meski menghadapi tantangan seperti keterbatasan modal dan persaingan dengan pasar modern, upaya inovasi dan kolaborasi tetap menjadi kunci keberhasilan. Penelitian ini merekomendasikan optimalisasi strategi berbasis syariah dan peningkatan kapasitas sumber daya manusia untuk memperkuat daya saing dan dampak positif bagi masyarakat.

Kata Kunci: *Badan Usaha Milik Desa, Sambirejo Mart, etika bisnis Islam, strategi pengelolaan.*

APPROVAL OF SUPERVISOR

To Honorable,
Dean of Faculty of Economics and Management
University of Darussalam Gontor

*Bismillahirrahmanirrahim,
Assalamu'alaikum Wr, Wb*

I certify that I have supervised and read this thesis, written by:

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(Case Study Of BUMDes Sambirejo Mart In 2024)

In my opinion, it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor of Islamic Economics Departement.

Wassalamu'alaikum Wr, Wb.

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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Islamic Economics, Faculty of Economics and Management, University of Darussalam Gontor.

Chairman,

Secretary,



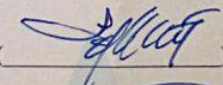
Abdul Latif, M.E.Sy



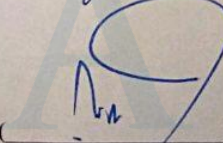
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MOTTO

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا (٦) إِنَّ مَعَ الْعُسْرِ يُسْرًا (٧) فَإِذَا فَرَغْتَ فَانصَبْ (٨)

وَإِلَىٰ رَبِّكَ فَارْغَبْ (٩)

“Indeed, after hardship comes ease. So, when you have completed one task, strive earnestly in another, and place your hope solely in your Lord”

(Q.S. Al-Insyirah: 6-8)

وَأَنْ لَّيْسَ لِلْإِنْسَانِ إِلَّا مَا سَعَىٰ (٣٩)

“And that a person will only receive what they have worked for”

(Q.S. An-Najm: 39)

The above verses show the importance of effort, hard work, and continuous learning to achieve the best results, both in this world and in the Hereafter.

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Mantingan, November 23th 2024 M

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