

# **IMPLEMENTATION OF ISLAMIC BUSINESS**

## **ETHICS IN NOODLE SHOPS**

**(Case Study of Mr Hardi's Sleman Noodle Shop in 2024)**



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**2025 / 1446 H**

UNIVERSITAS DARUSSALAM GONTOR

**IMPLEMENTATION OF ISLAMIC BUSINESS  
ETHICS IN NOODLE SHOPS  
(Case Study of Mr Hardi's Sleman Noodle Shop in 2024)**

**UNDERGRADUATE THESIS**

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

**By**

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## **ABSTRACT**

### **Implementation of Islamic Business Ethics in Noodle Shops**

**(Case Study of Mr Hardi's Sleman Noodle Shop in 2024)**

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This study examines the implementation of Islamic business ethics at Warung Bakmi Sleman Pak Hardi, a small business located in Sleman Regency, Special Region of Yogyakarta, which has been operating since 2000. The background of this study lies in the importance of applying Islamic ethical values in business to create practices that are not only profitable but also just and blessed. This research aims to identify and analyze the application of Islamic business ethics principles such as honesty, justice, responsibility, trustworthiness (Amanah), and excellence (ihsan) in the daily operations of the establishment. These activities include interactions with customers, employee management, and the selection of raw materials that meet halal and thayyib standards. The research method employed is a descriptive qualitative approach with a case study design. Data were collected through direct observation, in-depth interviews with the owner and employees, and surveys with customers.

The findings indicate that the principle of honesty is applied in providing product information and conducting transactions with customers. The principle of justice is reflected in the fair distribution of tasks and treatment of employees. The principle of responsibility is evident in maintaining the quality of raw materials, service consistency, and adherence to halal standards. The principle of trustworthiness (amanah) is seen in the transparent management of the business, both in financial aspects and in the trust given by customers and employees. Meanwhile, the principle of excellence (ihsan) is implemented through efforts to provide the best service to customers with a friendly attitude. The findings of this study are expected to serve as a reference for other small businesses in implementing Islamic business ethics. Thus, this research supports the development of sustainable, ethical, and blessed business practices for all parties involved.

**Keywords:** *Islamic business ethics, Mr Hardi's Sleman noodles, honesty, justice, ihsan*

## ABSTRAK

### **Implementasi Etika Bisnis Islam Pada Warung Bakmi**

**(Studi Kasus Warung Bakmi Sleman Pak Hardi Pada Tahun 2024)**

**Zakiatul Husna 422021418095**

Penelitian ini membahas implementasi etika bisnis Islam pada Warung Bakmi Sleman Pak Hardi, sebuah usaha kecil yang berlokasi di Kabupaten Sleman, Daerah Istimewa Yogyakarta, dan telah beroperasi sejak tahun 2000. Latar belakang penelitian ini adalah pentingnya penerapan nilai-nilai etika Islam dalam bisnis untuk menciptakan praktik yang tidak hanya menguntungkan, tetapi juga berkeadilan dan berkeberkahan. Penelitian ini bertujuan untuk mengidentifikasi serta menganalisis penerapan prinsip-prinsip etika bisnis Islam seperti kejujuran, keadilan, tanggung jawab, amanah, dan ihsan dalam kegiatan operasional sehari-hari di warung tersebut. Kegiatan tersebut meliputi interaksi dengan pelanggan, pengelolaan karyawan, serta pemilihan bahan baku yang sesuai dengan standar halal dan thayyib. Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif dengan desain studi kasus. Data dikumpulkan melalui observasi langsung, wawancara mendalam dengan pemilik dan karyawan, serta survei terhadap pelanggan.

Hasil penelitian menunjukkan bahwa prinsip kejujuran diterapkan dalam penyampaian informasi produk dan transaksi dengan pelanggan. Prinsip keadilan diwujudkan dalam pembagian tugas dan perlakuan terhadap karyawan yang adil. Prinsip tanggung jawab tercermin dalam menjaga kualitas bahan baku, konsistensi pelayanan, serta kepatuhan terhadap standar halal. Prinsip Amanah terlihat dalam pengelolaan usaha yang transparan, baik dalam keuangan maupun kepercayaan yang diberikan pelanggan dan karyawan. Sementara itu, prinsip ihsan diwujudkan melalui Upaya memberikan pelayanan terbaik kepada pelanggan dengan sikap yang ramah. Temuan penelitian ini diharapkan dapat menjadi acuan bagi usaha kecil lainnya dalam menerapkan etika bisnis Islam. Dengan demikian, penelitian ini mendukung pengembangan usaha yang berkelanjutan, beretika, dan membawa keberkahan bagi semua pihak yang terlibat.

**Kata Kunci:** *Etika bisnis Islam, Warung Bakmi Sleman Pak Hardi, kejujuran, keadilan, ihsan*

DECLARATION

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Title : Implementation of Islamic Business Ethics in Noodle shops (Case  
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I hereby declare that this undergraduate thesis is the result of my own investigations, except whhere otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Daruusalam Gontor or other institutions.

Mantingan, Jumadil Awwal 21<sup>th</sup>, 1446 H  
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APPROVAL OF SUPERVISOR

To Honorable,  
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*Bismillahirrahmanurrahim,  
Assalamu'alaikum Wr. Wb*

I have to honour present this thesis written by:

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It has been processed and corrected to fulfill of the requirement for  
Undergraduate program in Islamic Economics, Faculty of Economics and  
Management. Therefor, we request that the thesis could be examined soon.

*Wassalamu'alaikum Wr. Wb.*

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APPROVAL OF DEAN

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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

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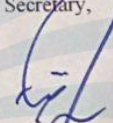
Title : Implementation of Islamic Business Ethics in Noodle Shops  
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It has passed to thesis examination and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the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

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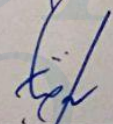
  
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## MOTTO

وَأَوْفُوا الْكَيْلَ وَالْمِيزَانَ بِالْقِسْطِ ۚ لَا تُكَلِّفُ نَفْسًا إِلَّا وُسْعَهَا

*"And give full measure and weight in justice. We do not burden any soul except according to its capacity." (Surah Al-An'am: 152)*

### Explanation:

This verse was chosen as the motto because it reflects the essence of implementing Islamic business ethics: honesty, justice, and responsibility in transactions and business activities. Mr. Hardi's Sleman Noodle Shop, as the subject of your research, focuses on the application of Islamic business ethics that emphasize the principles of justice (al-'adl) and honesty (al-shidq) in its practices.

The verse serves as a reminder that in running a business, it is essential to provide fair service, both in product quality and in interactions with customers and employees. The emphasis on justice in this verse aligns with efforts to create harmony and blessings in business, which is the main goal of applying Islamic business ethics in the shop.

This verse is also relevant because it underscores the importance of integrity in daily actions, including managing a food business, which involves aspects such as ensuring halal standards, cleanliness, and social responsibility toward the surrounding community.

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*Wassalamu 'alaikum Warahmatullahi Wabarakatuh*

Mantingan, November 23<sup>th</sup> 2024 M

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