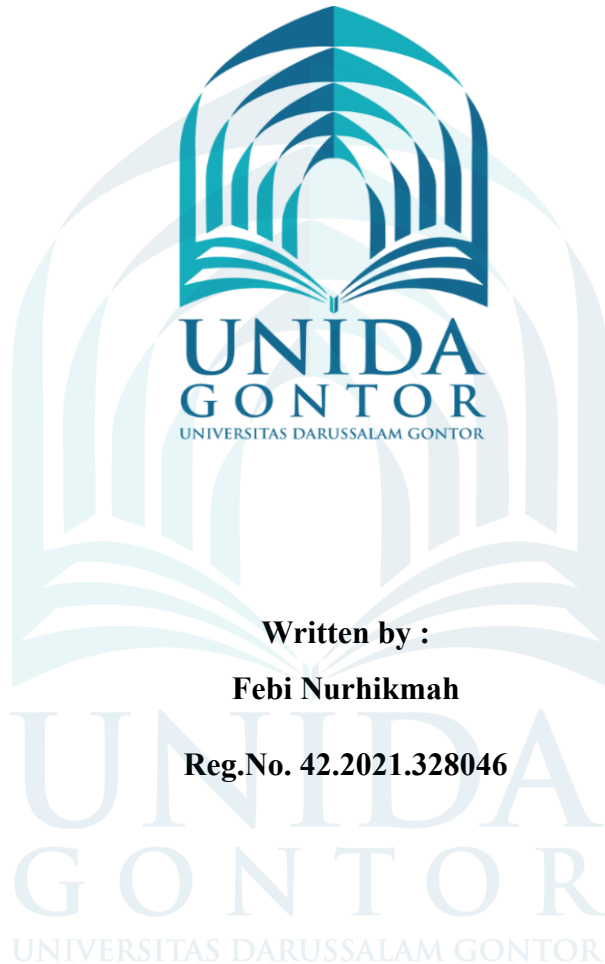


THESIS

**FIQH MARKETING REVIEW IN THE MARKETING
STRATEGY OF JARI HITAM ECOPRINT BANDUNG**



Written by :

Febi Nurhikmah

Reg.No. 42.2021.328046

DEPARTMENT OF ISLAMIC ECONOMICS LAW

FACULTY OF SHARIA

UNIVERSITY OF DARUSSALAM GONTOR

1446 H/ 2025 M

FIQH MARKETING REVIEW IN THE MARKETING STRATEGY OF JARI HITAM ECOPRINT BANDUNG

THESIS

Presented to the University of Darussalam Gontor in Partial Fulfilment of
Requirement for Bachelor Degree (S1) In the Department of Islamic Economic
Law, Faculty of Sharia University of Darussalam Gontor

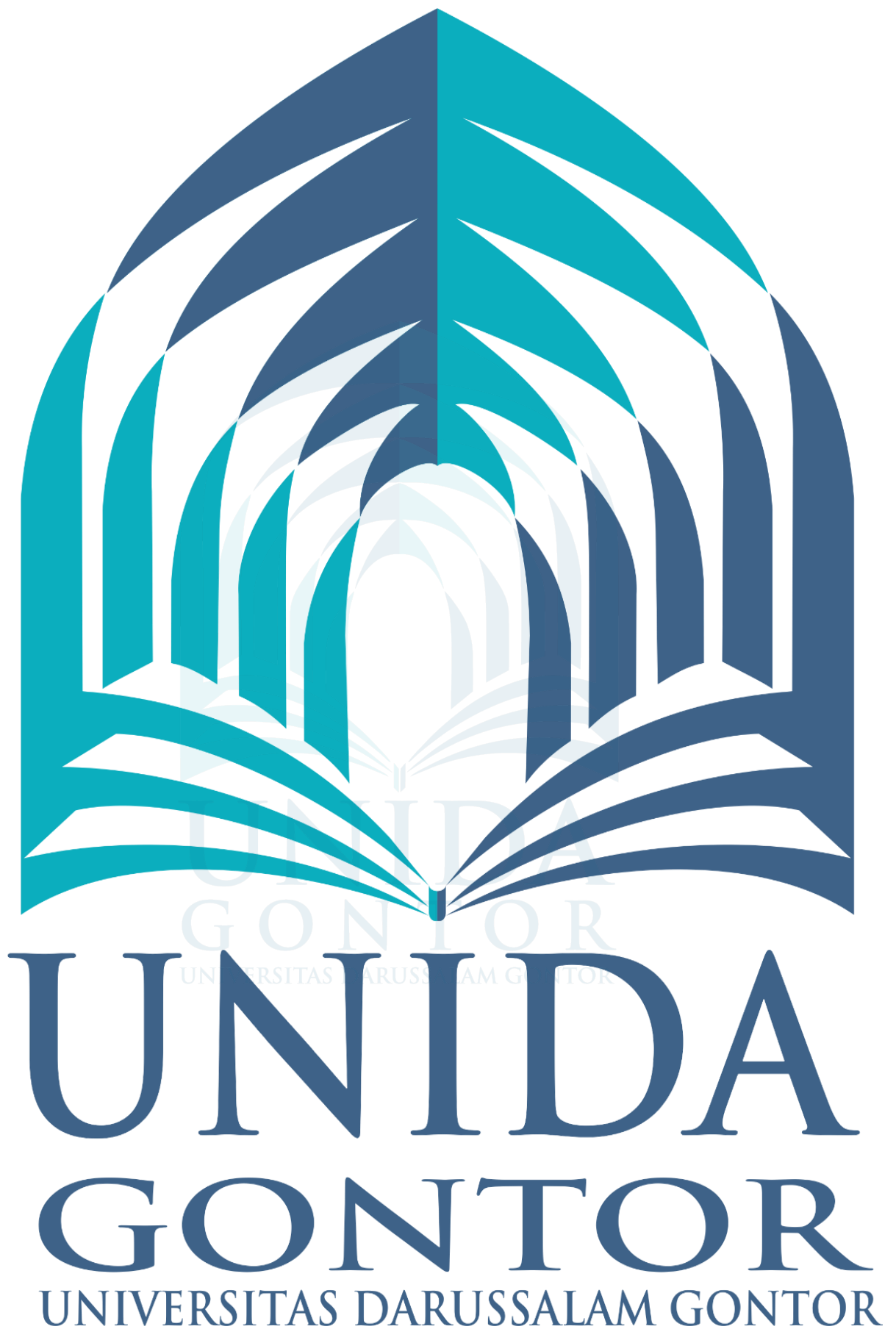
Written by:

Febi Nurhikmah
Reg.No. 42.2021.328046

Supervisor:

Al-Ustadzah May Shinta Retnowati, S.H., M.E.
NIY. 180649

**DEPARTMENT OF ISLAMIC ECONOMICS LAW
FACULTY OF SHARIA
UNIVERSITY OF DARUSSALAM GONTOR
1446 H / 2025 M**



DECLARATION



Faculty of Syari'ah
كلية الشريعة

DECLARATION

I here by,

Name : Febi Nurhikmah

Registration Number : 422021328046

Faculty : Sharia

Department : Islamic Economics Law Department

Title : Fiqh Review On Islamic Business Ethic In The Marketing Strategy Of Jari Hitam Ecoprint Bandung Which Is An Enviromentally Friendly Printing Industry

I sincerely declare that this thesis belongs to my work and not to other researchers for a different degree. Furthermore, this thesis is never published before, except for some parts with their original references.

Otherwise, if it is found that this thesis is plagiarism, I am ready to be ceased academically.

UNIDA, Sya'ban 12th, 1446 H
February 11th, 2025 M

Researcher,



Febi Nurhikmah
NIM. 422021328046

SUPERVISOR APPROVAL STATEMENT



Faculty of Syari'ah
كلية الشريعة

SUPERVISOR DECISION LETTER

The Honorable,
Dean of Sharia Faculty
University of Darussalam Gontor
Bismillahirrahmanirrahim
Assalamu'alaikum Warahmatullahi Wabarakatuh

I have to honour to present this thesis written by:

Name : Febi Nurhikmah
Registered Number : 422021328046
Faculty : Sharia
Department : Islamic Economics and Law
The Tittle : Fiqh review on Islamic Business Ethic in the Marketing Strategy of Jari
Hitam Ecoprint Bandung which is an Enviromentally Friendly Printing
Industry

It has been processed and corrected to meet the practical requirement to obtain the Bachelor's Degree (S1) in the Islamic Economics and Law, Sharia Faculty University of Darussalam Gontor. Therefore, we hope this thesis could be examined.

Hopefully, this thesis will be useful for religion, nation, and the development of an educational institution

Wassalamu'alaikum Warahmatullahi Wabarakatuh

UNIDA,

9 th	February	2025	M
10 th	Sya'ban	1446	H

Supervisor,

May Shinta Retnowati, S.H., M.E.
NIY. 180649

DECISION OF THE TEAM



Faculty of Syari'ah كلية الشريعة

DECISION OF THE TEAM

The committee of the thesis examination in partial fulfilment of the requirements for the degree of Licentiate in Islamic Economic Law Department in the Faculty of Sharia, University of Darussalam Gontor, Indonesia, declared that the thesis written by:

Name : Febi Nurhikmah
Registered Number : 422021328046
The Title : Fiqh Marketing Review In The Marketing Strategy Of Jari Hitam Ecoprint Bandung

Has been examined by the board of examiners of the Bachelor's Degree (S1) on Department of Islamic Economic Law, Faculty of Sharia University of Darussalam Gontor on Thursday, 20th of February 2025.

The board of examiners has decided to grant him/her pass in the thesis examination. Hence, she is eligible to be awarded the degree of Licentiate in the Islamic Economic Law Department in the Faculty of Sharia.

Board Examiner

Supervisor

May Shinta Retnowati, S.H., M.E.
NIY. 180649

1st Examiner

David Frastiawan Amir Sup, S.H.I., M.E.
NIY. 180628

2nd Examiner

Bahrul Ulum, S.E.I., M.H.

UNIVERSITAS DARUSSALAM GONTOR

THESIS ACCEPTANCE LETTER



Faculty of Syari'ah
كلية الشريعة

THESIS ACCEPTANCE LETTER

Bismillahirrahmanirrahim

Assalamu'alaikum wr. wb.

The Faculty of Sharia, University of Darussalam Gontor, Ponorogo Indonesia has received a thesis written by:

Name : Febi Nurhikmah
Registered Number : 422021328046
The Title : Fiqh Marketing Review In The Marketing Strategy Of Jari Hitam
Ecoprint Bandung

In partial fulfillment of the requirement for the degree of Licentiate in the Islamic Economic Law Department in the Faculty of Sharia, academic year 1445-1446/2024-2025.

Wassalamu'alaikum wr. wb

UNIDA, Sya'ban 24th, 1446 H
February 23th, 2025 M

Dean of Sharia Faculty

Assoc. Prof. Dr. Imam Kamaluddin, Lc., M.Hum.
NIY. 960125

UNIVERSITAS DARUSSALAM GONTOR

MOTTO

قَالَ اللَّهُ تَعَالَى فِي كِتَابِهِ الْكَرِيمِ

أَعُوذُ بِاللَّهِ مِنَ الشَّيْطَانِ الرَّجِيمِ

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

وَلَا تَأْكُلُوا أَمْوَالَكُمْ بَيْنَكُمْ بِالْبَاطِلِ وَتُدْخُلُوا بِهَا إِلَى الْحُكَّامِ لِتَأْكُلُوا فَرِيقًا مِّنْ أَمْوَالِ

النَّاسِ بِالْإِثْمِ وَأَنْتُمْ تَعْلَمُونَ

"And do not consume one another's wealth unjustly or send it to the rulers (in bribery) in order that (they might aid) you to (wrongfully) consume a portion of the wealth of the people in sin, while you know (it is unlawful)."

(Qur'an, Surah Al-Baqarah :188)

"Conducting business with Islamic ethics is not just a strategy, but a path to blessings and sustainability."

DEDICATION

Alhamdulillahirobbil a'lamiin. The amount of gratitude that I feel and I offer to Allah SWT because with His grace and grace the author can be easy and strong so that the author can undergo the stages of writing this thesis well. Do not forget my Blessing and Peace to the Great Prophet Muhammad SAW who has given Light in this life, may the intercession of the Prophet Muhammad SAW always accompany the author and all of us. Aamiin. This thesis is lovingly presented by the author to:

1. My beloved parents, Mr. Heri and Mrs. Lora Febrianti, who always prayed for the author without stopping, gave their blessings, and full support and hard work to give the best for the author.
2. For my beloved sibling Sahira Nasuka who always provide prayers, attention, and support to the author so that the author is always enthusiastic in working on this thesis.
3. For my sweet cousin Ika Novit Ostaya who always support and giving direction in working on this thesis.
4. For my best friends and friends who are always there in times of joy or sorrow, always ready to listen to complaints, and always provide support and motivation as well as prayers so that the author can complete this thesis.

May this work be a small reflection of the prayers you have whispered for me, and may Allah accept it as an act of devotion.

UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR

ACKNOWLEDGMENT

All praise and gratitude be to Allah SWT, the Most Merciful and the Most Compassionate, who has bestowed upon me His endless grace, strength, and guidance throughout this journey. I have been able to fulfil this thesis requirement only because of His desire for obtaining a Bachelor of Law degree at the Faculty of Sharia, University of Darussalam Gontor. All the people who were very influential in completing the thesis, including:

1. Honorable, the President of University of Darussalam Gontor Al- Ustadz KH. Hasan Abdullah Sahal, Prof. Dr. K.H. Amal Fathullah Zarkasyi, M.A., Drs. K.H Akrim Mariyat, Dipl.a.Ed.
2. Honorable Rector of University of Darussalam Gontor Al-Ustadz. Prof. Dr. K.H. Hamid Fahmy Zarkasyi, M.A.E.d., M.Phil., Vice Rector I for Academic, Research, and Innovation-Assoc. Prof. Dr. Abdul Hafidz Zaid, M.A., Vice Chancellor II for Human Resources and Institutional Development-Assoc. Dr. Setiawan bin Lahuri, M.A. Vice Chancellor III for Boarding, Student Affairs, Cooperation, and International Affairs-Assoc. Prof. Dr. Khoirul Umam, M.Ec. Vice Rector IV for Finance, Assets, and Family Welfare Royyan Ramadhani Djayusman, Ph.D.
3. Dear Dean of the Faculty of Sharia, Assoc. Prof. Imam Kamaluddin, Lc., M. Hum. and Vice Dean 1 Ahmad Muqorobin, S.H.I., M.A., Ph.D., Vice Dean 2 Andini Rachmawati, S.H.I., M.CL., Vice Dean 3 Dr. Eko Nur Cahyo, S. Th.I., M.A.
4. Dear, Head of the Islamic Economic Law Department Al-Ustadz Muhammad Abdul Aziz M.A.
5. My supervisor, Al-Ustadzah May Shinta Retnowati S.H., M.E., whose wisdom, patience, and insightful advice have been a guiding star throughout this process. She has provided me with a wealth of knowledge, prayers, support, and extraordinary motivation, all of which have contributed to my timely and successful completion of this thesis, knowledge that she has given me prayers, support, and extraordinary motivation so that I can complete this thesis well and on time.

6. All the respected lecturers of the Department of Islamic Economic Law, who have imparted not only knowledge but also the values that will guide me beyond this academic journey.
7. To my honorable parents, sister, cousin and my extended family who always provide support and prayers to me so that with his prayers I can survive until this point.
8. For Friends who helped me in compiling this research and all my friends in the field of Islamic Economic and Law in 2021 who cannot be mentioned one by one, I hope our friendship will continue to be maintained.
9. For everyone who has given encouragement, strength, and sincere prayers for the author in going through all the processes so far. With so much support from various parties, the author can only pray that Allah Swt will always bless him in every step.

Ngawi, February 11th 2025



Febi Nurhikmah

422021328046



UNIDA
GONTOR
UNIVERSITAS DARUSSALAM GONTOR