

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Research

Along with economic growth and the increasing need for print media, packaging, and visual promotions, Indonesia's printing industry has experienced significant growth. Demand for printed goods such as newspapers, magazines, books, and promotional materials such as brochures and posters has steadily increased since reform. Although traditional offset-based printing is still dominant, the printing industry has undergone major changes since the advent of digital printing in 2010.<sup>1</sup>

Despite the shift towards digital media, printing remains relevant in various industries such as packaging, product labels, and physical promotional media. Digital printing allows for small batch production while remaining efficient, and provides flexibility in customising products. Many printing companies are starting to invest in digital printing technology, which can produce efficient, fast, and high-quality products.<sup>2</sup>

As a creative city and industrial centre in Indonesia, Bandung plays an important role in the development of the printing industry. The city is known for supporting the creative industry well, which has resulted in the rapid development of the printing business. In this place, there are many large and small printing companies that fulfil the needs of local, national, and even international businesses.<sup>3</sup>

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<sup>1</sup> Hadyan Taris Pratama and Yessy Artanti, "Pengaruh Kualitas Produk, Daya Tarik Iklan, dan Harga terhadap Keputusan Pembelian: Studi pada Konsumen Jasa Cetak di Surabaya" Vol 3 (2023): hal.2.

<sup>2</sup> Ageng Saepudin Kanda and Anwar Maulana, "Strategi Percetakan Untuk Mengatasi Lonjakan Permintaan Selama Musim Pemilu. Studi Kasus Dari Industri Percetakan Bandung," *JURNAL EKONOMI BISNIS DAN MANAJEMEN* 2, no. 1 (January 4, 2024): hal.24, <https://doi.org/10.59024/jise.v2i1.552>.

<sup>3</sup> "Percetakan Di Bandung," *Yudism Blog* (blog), 2024, <https://www.yudism.my.id/percetakan-di-bandung/#>.

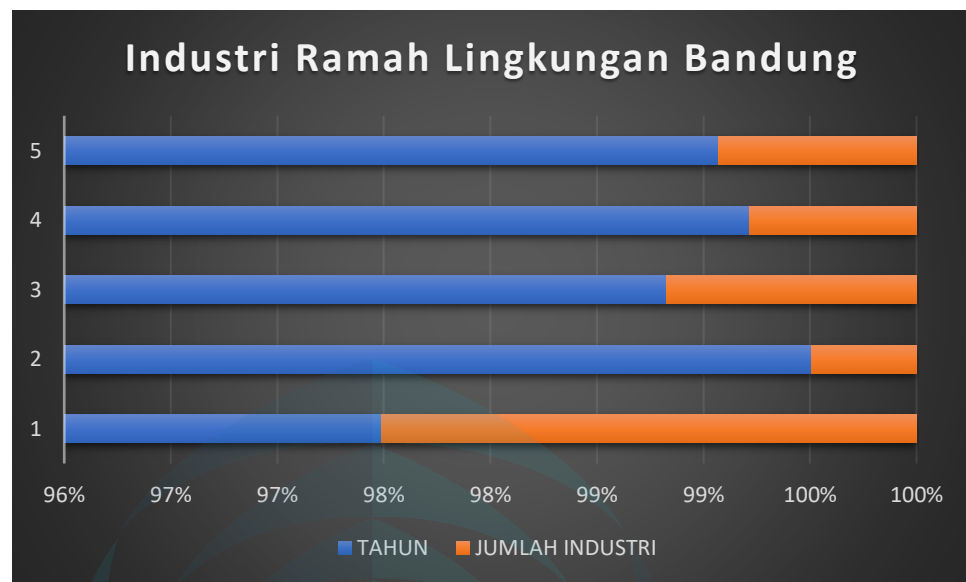


Figure 1.1 Data on green industries in Bandung<sup>4</sup>

In 2019, Bandung Regency recorded a significant number of industries implementing environmentally friendly production concepts. This step reflects an effort to reduce the industry's negative impact on the environment, in line with the increasing awareness of the importance of sustainability. However, this positive trend experienced a drastic decline from 2020 to 2023. It is thought that the main things stopping the industrial sector from using cleaner production more often are economic problems, a lack of incentives, and the urgent need to cut costs.

In for this modern era, awareness of sustainability is increasing, especially in the creative and printing industries. One method that is gaining attention is ecoprint, an eco-friendly fabric printing technique that uses natural dyes from plants. Ecoprint is a simple dyeing technique that produces unique and authentic patterns through direct contact between leaves, flowers, stems, or other plant parts containing color pigments and specific fabric media.<sup>5</sup> Additionally, ecoprint is also

<sup>4</sup> "Jumlah Industri Yang Menerapkan Produksi Bersih," Mei 2024, <https://satudata.bandungkab.go.id/dataset/jumlah-industri-yang-menerapkan-produksi-bersih>.

<sup>5</sup> Faridatun Faridatun, "Ecoprint ; Cetak Motif Alam Ramah Lingkungan," *Jurnal Prakarsa Paedagogia* 5, no. 1 (June 28, 2022): hal.230, <https://doi.org/10.24176/jpp.v5i1.9002>.

considered a sustainable solution in the printing industry because it uses natural, eco-friendly materials.<sup>6</sup>

The rapid growth of the creative industry in Indonesia has driven various business innovations that focus on sustainable and ethical practices. One such example is Jari Hitam Ecoprint Bandung, a business that integrates environmental sustainability into its marketing strategy. The shift in consumer preferences toward ethical and eco-friendly products further encourages the implementation of Islamic marketing principles that align with Sharia compliance.

Fiqh marketing, as a fundamental concept in Islamic business, ensures that marketing activities adhere to Islamic principles, such as honesty (*shidq*), trustworthiness (*amanah*), justice (*'adl*), and the avoidance of deceptive practices (*gharar*).<sup>7</sup> This approach is highly relevant to Jari Hitam Ecoprint Bandung, which strives to align its marketing strategies with ethical and religious values while maintaining market competitiveness. Additionally, sustainable marketing in Islam emphasizes the importance of environmental preservation (*hifz al-biah*) and responsible consumption. Islamic business ethics encourage companies to operate with integrity and social responsibility, ensuring that their marketing approach promotes sustainability, transparency, and consumer well-being. This concept not only helps businesses build consumer trust but also contributes to maintaining environmental and social balance in the long run.<sup>8</sup>

In practice, marketing strategies based on fiqh marketing and sustainable marketing encompass various aspects, such as selecting raw materials that are *halal* and *thayyib*, ensuring transparency in marketing communications, and implementing corporate social responsibility (CSR) initiatives that prioritize community well-being. For instance, Jari Hitam Ecoprint Bandung not only

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<sup>6</sup> Satria Mahendra Jati and Siti Fatimah Nurhayati, "Pengembangan Produk Ecoprint Dalam Rangka Mendukung Program Pembangunan Berkelanjutan," n.d., hal.1.

<sup>7</sup> Ichwan Arifin and Abdurrahman Misno Bambang Prawiro, "Prinsip-Prinsip dalam Pemasaran Syariah," *Misykat al-Anwar Jurnal Kajian Islam dan Masyarakat* 5, no. 2 (July 20, 2022): hal.264, <https://doi.org/10.24853/ma.5.2.261-274>.

<sup>8</sup> Candra Adi Kurnia, "Marketing Berkelanjutan Dalam Perspektif Fiqh: Studi Al-Qur'an Dan Hadist Melalui Analisis Tafsir Maudhu'i Terhadap Bisnis Yang Berkelanjutan," *Al-Iqtishadiyah: Jurnal Hukum Ekonomi Syariah* Vol. 3 No. 2 (2022): hal.101.

markets eco-friendly products but also educates consumers about the importance of sustainability through various digital and offline platforms.<sup>9</sup>

The ecoprint industry in Indonesia holds significant potential for developing a business model that is not only economically profitable but also aligned with Islamic values. With growing public awareness of environmentally friendly products, the implementation of fiqh marketing serves as an ideal strategy to ensure that business activities are conducted fairly and do not harm any party. Sustainability in Islamic marketing is also closely related to the concept of *maslahat* (public benefit), which is a fundamental objective in Islamic law. Businesses that apply Islamic principles are expected to provide benefits across economic, social, and environmental aspects. In this context, Jari Hitam Ecoprint Bandung focuses not only on profitability but also on maintaining a balance between business interests and the well-being of the wider community. This study aims to analyze the marketing strategies of Jari Hitam Ecoprint Bandung through the lens of fiqh marketing and sustainable marketing in Islam.<sup>10</sup>

Thus, this study will provide insights into how Islamic marketing principles can be integrated into sustainable business practices while maintaining market relevance and ethical integrity. Furthermore, this research is expected to offer recommendations for other business practitioners in implementing marketing strategies that align with Sharia principles and sustainability values.

Based on the background listed above, the appropriate title for this research is **“Fiqh Marketing Review in The Marketing Strategy of Jari Hitam Ecoprint Bandung”**

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<sup>9</sup> Junaidi Abdillah, *Ilmu Fiqih Pemasaran: Sisi Lain Nabi Muhammad SAW Sebagai Pemasar* (Tambakaji-Ngaliyan-Semarang: Elsa Press, 2019), <https://eprints.walisongo.ac.id/id/eprint/11769/1/Ilmu%20Fiqh%20Pemasaran%20Buku.pdf>.

<sup>10</sup> Slamet Riady and Achmad Fageh, “Konsep Management Pemasaran Dalam Perspektif Islam,” 2023, hal.3799.

## **1.2 Problem Formulation**

Based on the background of the problems that the researchers have described above, The following are the issue's statements in this study based on multiple problems that the researchers discovered:

1.2.1 How is the marketing strategy implemented by Jari Hitam Ecoprint Bandung?

1.2.2 How is fiqh marketing review in the marketing strategy of Jari Hitam Ecoprint Bandung?

## **1.3 Purposes of Research**

In every research, it is certain that the results studied can benefit the author himself and other parties in need, the objectives of this study are:

1.3.1 Knowing the marketing strategy at Jari Hitam Ecoprint Bandung.

1.3.2 Understanding the implementation of the fiqh marketing concept in the marketing strategy of Jari Hitam Ecoprint Bandung.

## **1.4 Benefits of Research**

Through this research, researchers really hope to provide benefits, among others:

### **1.4.1 Theoretical Benefits**

This research contributes to enriching the study of Fiqh Marketing, particularly in the context of marketing strategies based on Islamic values in the environmentally friendly printing industry. By analyzing how the principles of honesty (*sidq*), transparency (*bayan*), fairness (*'adl*), and sustainability (*istimrar*) are applied in the marketing of the Jari Hitam Ecoprint Bandung, this study provides a new perspective on the development of Islamic marketing theory that aligns with sustainable business trends. Additionally, the findings of this research can serve as a reference for academics in advancing ethical Islamic marketing concepts that are

not only profit-oriented but also have a positive impact on the environment and society.

### 1.4.2 Practical Benefits

For the author, this research provides an in-depth understanding of how the concept of Fiqh Marketing can be applied in MSME marketing strategies, particularly in the environmentally friendly printing industry, such as Jari Hitam Ecoprint Bandung. This study also enriches insights into the implementation of Islamic values in sustainable business and digital marketing strategies. Meanwhile, for MSME entrepreneurs, this research can serve as a reference for developing marketing strategies that are not only business-effective but also aligned with the principles of honesty (*sidq*), transparency (*bayan*), fairness (*'adl*), and sustainability (*istimrar*). By implementing Fiqh Marketing-based strategies, MSMEs can enhance customer trust, expand market reach, and strengthen their competitiveness in an industry that increasingly prioritizes sustainability aspects.

### 1.5 Literature Review

Literature review is one of the important elements in writing a thesis. Literature review is needed to compare the results of research obtained by previous researchers who have a relationship with the research to be carried out. Literature review is also useful to sharpen the analysis by comparing the concepts in the books with other works and data relevant to the theme of this thesis

First, a scientific work written by Dr. Moh Nasuka, SE., M.Pd, titled "*Ethical Marketing from an Islamic Perspective*",<sup>11</sup> the result show and discusses the principles of ethics in marketing based on Islamic teachings. This study highlights concepts such as honesty (*sidq*), fairness (*'adl*), transparency (*bayan*), and the prohibition of harmful business practices such as uncertainty (*gharar*), speculation (*maysir*), and usury (*riba*). Additionally, the research emphasizes the importance of moral and spiritual values in implementing marketing strategies that are not only profit-oriented but also bring blessings and benefits to society. The research

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<sup>11</sup> Moh Nasuka, *Etika Pemasaran Dalam Perspektif Islam* (Jepara: UNISNU Press, 2021), hal.7-137, <https://unisnupress.unisnu.ac.id/assets/media/berkas-buku-etika-pemasaran-dalam-perspektif-islam.pdf>.

employs a qualitative method with a library research approach, involving an analysis of various sources, including classical Islamic texts, books, journals, and other academic references discussing Islamic marketing ethics. This study is descriptive, aiming to explore Islamic marketing ethics concepts both theoretically and practically. The difference between this research and the study on Jari Hitam Ecoprint Bandung lies in their focus: Dr. Moh Nasuka's research theoretically discusses general principles of Islamic marketing ethics, whereas the Jari Hitam Ecoprint Bandung study specifically examines marketing strategies using a Fiqh Marketing approach in the context of the environmentally friendly printing industry. Furthermore, the Jari Hitam Ecoprint Bandung research is more application-based, utilizing a case study method to analyze the marketing strategies of a specific business. However, both studies share a common focus on Islamic marketing, emphasizing Islamic business ethics. The significance of the Jari Hitam Ecoprint Bandung research lies in its practical contributions, as it applies Fiqh Marketing concepts to sustainable business practices. This makes it a valuable reference for similar industries aiming to implement Islamic marketing strategies while promoting environmental sustainability.

Second, the scientific work written by Yuni Adinda Putri with the title *"Pengaruh Strategi Green Marketing Terhadap Kinerja Keuangan Dan Non-Keuangan Perusahaan"*.<sup>12</sup> The research findings indicate that the comprehensive implementation of green marketing strategies has a positive impact on company performance. Companies that adopt green marketing mix strategies tend to experience higher profitability, as well as an improvement in brand image and customer satisfaction. This study employs a literature review method, analyzing seven factors in the green marketing mix: green product, green price, green promotion, green distribution, green people, green process, and green physical evidence. The research on Jari Hitam Ecoprint Bandung focuses more on the application of Fiqh Marketing in building corporate image and customer loyalty through Islamic business ethics values, such as fairness (*'adl*), honesty (*sidq*), and

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<sup>12</sup> Yuni Adinda Putri, Rifani Akbar Sulbahri, and Gumulya Sonny Marcel Kusuma, "Pengaruh Strategi Green Marketing Terhadap Kinerja Keuangan Dan Non-Keuangan Perusahaan," *Akuntansi dan Manajemen* 18, no. 1 (June 28, 2023): 33–50, <https://doi.org/10.30630/jam.v18i1.207>.



social responsibility (*mas'uliyah*) in marketing. The main difference between the two studies lies in their approach: Yuni Adinda Putri's research emphasizes financial aspects, measuring the impact of green marketing on financial and non-financial company performance. Meanwhile, this study highlights the application of Islamic values in environmentally friendly marketing strategies. Both studies share a common focus on the positive impact of sustainability-driven marketing strategies on business success. The significance of this study lies in its contribution to a deeper understanding of Fiqh Marketing implementation in environmentally sustainable industries. It also demonstrates that Islamic ethical principles can serve as added value in sustainable marketing strategies, enhancing a company's competitiveness and market appeal.

Third, the scientific work written by Khoirul Anwar, Moh Ata Khoirlana, and Zaenah Amala Umami Robihah, titled "*Marketing Strategy from the Perspective of Islamic Business Ethics*,"<sup>13</sup> discusses how to implement Islamic business ethics principles in marketing strategies. The main focus of this study is on ethical concepts such as honesty (*sidq*), fairness (*'adl*), and the prohibition of harmful marketing practices. It also highlights the importance of balancing economic profit with social benefits in business activities. The methodology used in this study is qualitative research with a library research approach, where the researchers analyze various relevant literatures on Islamic business ethics and marketing strategies within this context. The similarity between the two studies lies in their focus on marketing from an Islamic perspective, both linking it to Islamic business ethics principles. However, their differences lie in the scope of discussion: The previous study is more theoretical and broadly examines marketing strategies. This study is more application-based, using a case study approach on a specific company. In terms of significance, this research makes a more concrete contribution to implementing Fiqh Marketing in sustainable industries. It can serve as a model for similar businesses that aim to apply marketing strategies aligned with Islamic principles while maintaining environmental sustainability.

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<sup>13</sup> Khoirul Anwar, Moh Ata Khoirlana, and Zaenah Amala Umami Robihah, "Strategi Pemasaran Dalam Prespektif Etika Bisnis Islam" 3 (2023): hal.45-60.



Fourth, a scientific work written by Mufidatun Nur Laila and Muhammad Alhada Fuadilah Habib with the title “*Strategi Pemasaran Bisnis Budidaya Ikan Lele ‘Berkah Mandiri’ Perspektif Etika Bisnis Islam*”.<sup>14</sup> The research findings indicate that the marketing strategies implemented include identifying regular customers, selecting strategic locations, utilizing promotional media such as pamphlets, and maintaining good relationships with customers. These findings emphasize the importance of integrating Islamic business ethics principles in marketing practices, such as honesty (ṣidq), fairness (‘adl), and responsibility (mas’ūliyyah). The methodology used is descriptive qualitative, with data collected through observations, interviews, and documentation. The study on Jari Hitam Ecoprint Bandung focuses more on a community engagement-based marketing strategy and consumer education on sustainability through the environmentally friendly ecoprint method. This strategy aims to build an ethical brand image and enhance customer loyalty by promoting environmental values and social responsibility. On the other hand, the study on Berkah Mandiri catfish farming business is more focused on the application of the 7P marketing mix as a foundation for increasing sales volume, emphasizing fundamental marketing elements such as price, product, place, and promotion. While both studies apply Islamic business ethics principles, Jari Hitam Ecoprint prioritizes environmental sustainability and community empowerment, whereas Berkah Mandiri emphasizes ethical sales practices, including honesty, trustworthiness (amānah), and fairness. Both studies share similarities in their approach, particularly in applying Islamic business ethics in marketing strategies to enhance business sustainability. They both examine how values such as honesty, trust, mutual benefit, and fairness can be implemented in ethical marketing strategies. The study on Jari Hitam Ecoprint contributes to this discussion by adding an environmental dimension, as ecoprint focuses on sustainable production practices that align with the growing trend of eco-friendly businesses. In terms of significance, this research provides new insights into the application of Fiqh Marketing in the environmentally friendly printing industry,

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<sup>14</sup> Mufidatun Nur Laila and Muhammad Alhada Fuadilah Habib, “Strategi Pemasaran Bisnis Budidaya Ikan Lele ‘Berkah Mandiri’ Perspektif Etika Bisnis Islam,” *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah* 6, no. 3 (December 27, 2023): 3928–49, <https://doi.org/10.47467/alkharaj.v6i3.5968>.

demonstrating how Islamic business ethics can be applied in the context of sustainability, enhancing corporate image, and offering a long-term competitive advantage.

Fifth, a scientific work written by Syahrul Aulia Rachmad with the title *'Analysis of Digital Marketing Strategy in Review of Islamic Business Ethics (Case Study of Khalif's Official Shop Bandung)*.<sup>15</sup> The research findings indicate that Khalif's Official Shop Bandung implements three key aspects in its digital marketing strategy: accessibility, interactivity, and credibility. From the Islamic business ethics perspective, the company adheres to four out of five ethical principles: unity (tawḥīd), balance (tawāzun), responsibility (mas'ūliyyah), and truth (ṣidq). However, the freedom (ḥurriyyah) aspect is not fully met, as consumers do not have complete freedom in selecting products. The methodology used is a qualitative case study approach, where data was collected through interviews, observations, and documentation. The studies on Jari Hitam Ecoprint Bandung and Khalif's Official Shop share similarities in applying Islamic business ethics principles, such as honesty, responsibility, and fairness in their marketing strategies. Both studies also recognize the importance of Islamic values in building customer trust and enhancing corporate image. However, the differences lie in the approaches used: The Jari Hitam Ecoprint study focuses more on green marketing strategies, emphasizing environmental sustainability. Meanwhile, the Khalif's Official Shop study explores digital marketing, with a focus on accessibility, interactivity, and credibility. Significance This research contributes by demonstrating how Fiqh Marketing can be applied in the environmentally friendly printing industry, strengthening the connection between Islamic ethical values and business sustainability within the context of digital and environmental marketing.

Sixth, scientific work written by Anwar Fauzi Rohman and Syifa Pramudita Faddila with the title *"Analisis Strategi Pemasaran Pada Percetakan Cipta"*.<sup>16</sup> The

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<sup>15</sup> Syahrul Aulia Rachmad, "Analisis Strategi Digital Marketing Ditinjau Dari Etika Bisnis Islam (Studi Kasus Khalif's Official Shop Bandung)" (Surabaya, 2022), [https://digilib.uinsa.ac.id/58730/3/Syahrul%20Aulia%20Rachmad\\_G04218060.pdf](https://digilib.uinsa.ac.id/58730/3/Syahrul%20Aulia%20Rachmad_G04218060.pdf).

<sup>16</sup> Anwar Fauzi Rohman and Syifa Pramudita Faddila, "Analisis Strategi Pemasaran Pada Percetakan Cipta Ratu," *OPTIMAL Jurnal Ekonomi dan Manajemen* 3, no. 3 (June 22, 2023): hal.58, <https://doi.org/10.55606/optimal.v3i3.1790>.

analysis results show that Percetakan Cipta Ratu has strengths in excellent customer service, high production quality, and strong relationships with loyal customers. However, weaknesses include irregular financial recording, limited technology, and suboptimal promotion efforts. This study identifies opportunities in high consumer demand and potential business expansion, as well as threats from intense market competition. The methodology used is qualitative descriptive, with data collected through interviews, observations, and documentation. The study on Jari Hitam Ecoprint Bandung focuses more on applying Islamic business ethics in marketing strategies, integrating principles such as honesty (*ṣidq*), justice (*‘adl*), and social responsibility to build an eco-friendly image and customer loyalty. Key Differences The Percetakan Cipta Ratu study emphasizes analyzing internal strengths and weaknesses in facing competition. The Jari Hitam Ecoprint study, in contrast, connects Islamic business ethics with sustainability and environmental preservation as a competitive advantage. Significance Although both studies discuss internal factors influencing marketing strategies, the Jari Hitam Ecoprint study adds a new dimension by emphasizing the application of Fiqh Marketing in environmental sustainability. This research provides insights into how Fiqh Marketing can serve as the foundation for an eco-friendly marketing strategy, demonstrating how the implementation of Islamic business ethics in the sustainable printing industry can enhance corporate image and long-term competitiveness.

This research makes a significant contribution to the development of Fiqh Marketing studies by applying it to the eco-friendly printing industry, a field that has been rarely explored from the perspective of Islamic marketing. In a broader sense, the resulting concepts can be applied not only to Jari Hitam Ecoprint Bandung but also to other small and medium enterprises (SMEs) that implement sustainable business principles based on Islamic ethics. From a novelty standpoint, this research highlights the synergy between storytelling marketing and Fiqh Marketing principles in enhancing consumer awareness of green products—an approach that has not been extensively examined in previous literature. The significance of this study lies in its analysis of the challenges and opportunities in applying ethical-based marketing within the sustainable creative industry, providing valuable insights for both academics and business practitioners. The

primary contribution of this research is offering new perspectives for SMEs on marketing strategies rooted in Islamic values, which not only enhance business competitiveness but also support environmental and economic sustainability based on principles of justice and transparency.

## 1.6 Research Method

The series that researchers use in this research methodology are as follows:

### 1.6.1 Type of Research

This research is a qualitative descriptive research. Qualitative research is research that intends to understand the phenomenon of what is experienced by the research subject, for example behaviour, perception, motivation, action holistically, and by means of description in the form of words and language, in a special natural context and by utilising various natural methods.<sup>17</sup>

The results of this study with stratification considered by business people to ensure the representation of each group, after the data is collected, the resulting data is descriptive and also uses an inductive mindset which departs from specific premises to general so that it emphasizes meaning rather than generalisation.<sup>18</sup>

### 1.6.2 Data Source

Based on the research point of view, the data sources that will be used by the research consist of primary data and secondary data.

1.6.2.1 Primary data is data obtained by researchers directly from the object to be researched, using observation, interviews and documentation.

1.6.2.2 Secondary data is data obtained by a researcher indirectly from the object, but through other sources both oral and written such as books, journals, magazines, documents, laws and regulations and so on.

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<sup>17</sup> Rusandi and Muhammad Rusli, "Merancang Penelitian Kualitatif Dasar/Deskriptif dan Studi Kasus," *Al-Ubudiyah: Jurnal Pendidikan dan Studi Islam* 2, no. 1 (June 17, 2021): hal.50, <https://doi.org/10.55623/au.v2i1.18>.

<sup>18</sup> Almasdi Syahza, "METODOLOGI PENELITIAN," 2021.

### 1.6.3 Data Collection Technique

Data collection activities are important for researchers to achieve quality research results. The data collected in the form of primary data is obtained directly and secondary data is obtained from indirect sources, usually from documented data.<sup>19</sup>

1.6.3.1 Observation is an initial review activity carried out at the research location by recording, photographing, and recording the situation and conditions and legal events that occur Jari Hitam Ecoprint Bandung, Road of. Pasir, Laksana, subdistrict. Bandung Kulon, Bandung City, West Java.<sup>20</sup>

1.6.3.2 Interviews are one of the data collection techniques that are often used, where the implementation can be done directly by dealing with the owner or owner of Jari Hitam Ecoprint Bandung, namely Mr Irfan Kristianto.

1.6.3.3 Documentation is a data collection technique by recording events that have passed. It can be in the form of pictures, writings, and monumental works of a person.

### 1.6.4 Data Analysis Technique

Data analysis is a process of compiling, categorising data, looking for patterns, with the intention of understanding its meaning. After all the data has been collected, the next step is to analyse the data using descriptive analysis techniques, namely techniques for drawing and explaining data related to the discussion in the study. The stages in processing this data include:

Analyzing all of the collected data and choosing specific data based on current issues is known as data reduction. All information becomes basic material that will be arranged more systematically. Then there is also a data presentation of the data

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<sup>19</sup> Marinu Waruwu, "Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif dan Metode Penelitian Kombinasi" 7 (2023).

<sup>20</sup>Google Map, *Lokasi Jari Hitam Ecoprint Bandung*, n.d., n.d.,

obtained in this study, and conclusions. We conducted data analysis both during and after the data collection process. Conducted in an ongoing, continuous and repetitive manner.<sup>21</sup>

### **1.7 Research Systematic**

The discussion of this thesis consists of four chapters which are interrelated between chapters, namely as follows:

- 1.6.1 CHAPTER I Introduction, this chapter explains the Background, Problem Formulation, Purposes of Research, Theoretical and Practical Benefits of Research, Research Methods in the form of research types, data sources, data collection methods, data analysis, systematic discussion, previous research, and theoretical studies.
- 1.6.2 CHAPTER II Theoretical Basis, this chapter discusses the theory of research variables, as well as the general theory that will be used as the basis for the research to be carried out.
- 1.6.3 CHAPTER III Results and Discussion, this chapter will describe the data and results of the analysis of a data and collection of observation results, interviews and documentation of discussions and studies on how Jari Hitam Ecoprint Bandung in facing competition in the environmentally friendly printing industry in terms of Islamic business ethics.
- 1.6.4 CHAPTER IV Closing, consisting of conclusions which are answers to the main problems posed, suggestions and a list of Libraries

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<sup>21</sup> Ahlan Syaeful Millah et al., “Analisis Data dalam Penelitian Tindakan Kelas” 1, no. 2 (2023).