



Implementation of production principles of islamic economics in Putra Mandiri Fish Business in Semarang City

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ABSTRACT

In an effort to improve the welfare of a country, good production is needed where it does not disrupt the sustainability of natural resources and maintain social ethics. Good production activities can be carried out through the implementation of principles of the Islamic economy, but not all Muslim producers have implemented the principle. The purpose of the study is to analyze the implementation of the principles of Islamic economics in the fish production company "Putra Mandiri" at Semarang city. The research method employed is qualitative research, which in this method analyzes and presents a systematic field fact that finally can be easier to understand and deduced by current guidelines. The results of this study are that the fish production company "Putra Mandiri" implemented the principles of the Islamic economy that have been well carried out, proven by the volume of sales at the time of the covid-19 pandemic. It's worth keeping the sales volume going up.

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INTRODUCTION

In an effort to improve the welfare of a country, good production is needed where it does not disrupt the sustainability of natural resources and maintain social ethics. Good production activities can be carried out through the implementation of the principles of the Islamic economy, but not all Muslim producers have implemented the principle. The purpose of the study is to analyze the implementation of the principles of Islamic economics in the fish production company "Putra Mandiri" in Semarang city. The research method employed is qualitative research, which in this method analyzes and presents a systematic field fact that finally can be easier to understand and deduced by current guidelines. The results of this study are that the fish production company "Putra Mandiri" implements the principles of the Islamic economy that have been well carried out, proven by the volume of sales at the time of the covid-19 pandemic. It's worth keeping the sales volume going up.

In Islam it is taught that in life there is such a thing as blessing, including in production activities, where Muslim producers in carrying out production activities are expected to carry out

Islamic teachings, namely by paying attention to blessings. When Islamic teachings in the form of blessings are carried out, these production activities will be of benefit to many people, especially Muslims. The highest achievement for Muslim producers is when they can achieve lasting profits, namely in the hereafter, not only temporary profits, namely worldly profits (Ali, 2020).

Talking about production certainly cannot be separated from what is called consumption, where in this era a person in consuming staples does not only prioritize satiety but nutrition and protein must also be considered carefully, healthy food ingredients that contain nutrients and protein which are very good for the body. body, namely fish, for example milkfish, according to Kariada et al. (2010), it is known that the nutritional value contained in milkfish is quite high, where every 100 grams of bandung fish contains 129 kcal of energy, 4.8 grams of fat, 150 mg of phosphorus, 20 grams of protein, 2 mg of iron, and 20 mg of calcium. (Irawati et al., 2016).

In an effort to increase consumption of fish in every area of society and improve the quality of the fish itself, Muslim producers who do business in the field of fish, both fresh water fish and sea water fish, should start paying attention to the production principles that have been regulated in Islamic economics. Besides Muslim producers must pay attention to the principles of production, the general public must also know and be good at sorting out which fish are good or fresh and which fish are not suitable for consumption. Reported from the news (BKIPM, 2021) Head of TP-PKK Kendari City, Sri Lestari Sulkarnain expressed the need for the public to know and identify fish that is good, fresh and healthy and safe for family consumption. He hopes that this activity can also be a moment to increase fish consumption in the region.

UMKM Putra Mandiri sells products in the form of fresh fish that serve various types of fish in the form of fresh water fish or marine fish, not only that UMKM Putra Mandiri also serves various non-fish marine catches. This business or business is led by Mr. Slamet, who he started as a pioneer in 1979 and succeeded in developing his business in 2004. If you do the math, the business has been running for decades. This UMKM has 11 permanent employees, 9 employees in product processing and 2 employees as drivers. These MSMEs in developing their business have arrived in various locations both within the city and outside the city and even the scope can reach outside the province of Central Java. What's more, in today's all-digital era, there are not a few customers or consumers from outside the province of Central Java.

UMKM Putra Mandiri, Semarang City, the owner or actor of the producer is a Muslim community. The problem with these MSMEs is the lack of service to buyers or consumers, for example, they are not friendly, then the product quality is sometimes unsatisfactory, causing consumers to be disappointed, so producers will experience losses in their sales volume. So seeing this, of course, it is necessary to apply the principles of Islamic production in order to achieve benefit between producers and consumers and to achieve the goal of *falah*. Is the implementation of the principles of Islamic economic production in the Putra Mandiri MSMEs in accordance with Islamic rules and is there an increase in sales if these MSMEs implement production principles in accordance with Islamic economic rules.

RESEARCH METHOD

In the research method there is a type of research, this type of research is in the form of field research that refers to internal external problems or operational problems. On the other hand, this research is also known as qualitative research which has the nature of evaluation research, which in practice will present and analyze facts in a structured or systematic manner which in the end can be easily understood and concluded based on applicable guidelines or rules.

The data sources used in this study are primary data and secondary data. Then the location of this research case study was carried out in the Putra Mandiri fish business in Semarang City. The reason for choosing this business is because the producer of the Putra Mandiri fish business is a Muslim who has established this furniture since 1979 and this business already has many consumers and is well known by the people of Semarang.

In a study, of course, a data collection technique is needed. In this study, data collection techniques were used in various ways, including through library research, direct field observation, interviews, and finally, documentation. The interviews were conducted with the leaders or owners of UMKM Putra Mandiri, 4 consumers and 1 employee.

Table 1. Instrumen Penelitian

Variable	Indicator	Informan		
		Owner	consumer	Employee
The principles of Islamic economic production	monotheism	√	√	√
	Justice	√	√	√
	Free will	√	√	√
	Responsibility	√	√	√

Data Analysis Techniques in this study used descriptive analysis, namely analyzing primary data in depth and connecting it to secondary data, so that in the end a focus and detail was obtained related to the phenomena that would become a subject of discussion without having to carry out descriptive calculations (Khusnul Khotimah & Achiria, 2019). The second uses qualitative analysis, which is an activity of analyzing secondary data, by first carrying out an inventory on the principles of informant indicator variables for business owners then employees and lastly for consumers and the principles of Islamic economic production in the Mandiri Putra fish business (Khusnul Khotimah & Achiria, 2019).

RESULTS AND DISCUSSIONS

Implementation of the Production Principles of Islamic Economic Perspective in the Mandiri Putra Fish Business in Semarang City

Below is the implementation of the production principles of the Islamic economic view in the Mandiri Putra Fish Business of the City of Semarang, which refers to four indicators, namely as follows:

The principle of monotheism

Putra Mandiri's fish business applies the principles of Islamic economic production, namely the principle of monotheism in buying and selling. In entrepreneurial activities, a Muslim producer must have the main key that must be held, namely the principle of monotheism so that the business or business carried out can be successful. The Putra Mandiri fish business really implements one of the mandatory characteristics possessed by Rosulullah, namely honesty where employees are guided to be honest in carrying out their work activities, then the business owner, Pak Slamet, also provides sufficient rest time and worship time for his employees. In addition to the above, the Putra Mandiri fish business always carries out good administrative procedures, namely by recording money coming in from sales and money coming out from purchase transactions, this is done in order to minimize the occurrence of fraudulent financial reports from employees.

It is known from the results of interviews with Mr. Slamet as the business owner and he is a devout Muslim, so he does not forget the obligations of a Muslim towards assets entrusted to him, there are other people's assets, so he does not forget Zakat, Alms and Infak. Then in terms of obtaining goods, Putra Mandiri's fish business takes or buys fresh fish directly at TPI (Fish Auction Places), fish ponds and even places selling fresh fish such as fish markets and so on. This means that the fish sold by the Putra Mandiri fish business are guaranteed to be of good quality, very suitable for consumption and guaranteed to be halal. This is evidenced by the existence of a document in the form of a permit to establish a trading business.

The principle of justice and balance

The realization of this principle is in the form of the rights of the general public and consumers because they also have an important role in the business and are not left behind by the parties

involved in the business who must obtain welfare according to the performance carried out or given to the business. It is known from the results of interviews with employees that Putra Mandiri's fish business has applied the principles of Islamic economic production, namely the principle of justice and balance, for example paying wages or salaries according to the position and abilities of employees, not forgetting to also provide annual allowances such as THR (holiday allowance).

The principle of free will

According to Afzalur Rahman (2000), he gives the opinion that the principle of free will is a gift given by Allah SWT to humans where this gift is something very valuable for a Muslim. A religious Muslim is he who can take advantage of the freedom given by God by doing positive things. Basically, every individual has the right to carry out any activity according to what he wants (Ali, 2020).

Putra Mandiri's fish business continues to innovate and always keep abreast of the times, it's not surprising that the business has been able to run until now and has certainly experienced very rapid development since its inception, but business owners are always grateful. Allah is very supportive of good deeds, doing business well, but on the contrary, Allah forbids humans to do bad things and do business dirty.

The principle of responsibility

A Muslim producer must adhere to the principles of Islamic economic production, which is responsible and can come from the general public or the consumers themselves. the responsibility for traders or producers is to provide goods needed by the community and in determining prices they should not be arbitrary, but must determine prices according to market prices, then the amount of goods provided must also be sufficient for consumers. From the results of interviews and observations it is known that the Putra Mandiri fish business has applied the principles of Islamic economic production, namely the principle of responsibility, for example, being responsible and fixing it when a buyer or consumer makes criticism or complaints. If the ordered goods are not good or do not match what the consumer ordered, then the producer is willing and ready to replace the goods.

Sales Volume in Putra Mandiri's Fish Business

The implementation of the production principles of the Islamic economic view is contained in four indicators, namely the principles of monotheism, justice, free will and responsibility, meaning that the implementation of these principles can affect the level of economic growth, welfare and justice in distribution as well as environmental sustainability and social responsibility. take effect. From the results of observations and also interviews from various parties it is known that the Putra Mandiri fish business has applied the Islamic economic production principles well. the application of Islamic economic production principles has an impact on producers or businesses, namely the stability of sales volume, you can see it even in the midst of the Covid-19 pandemic which is also not over yet. which hit at the end of 2019. This is evidenced by the existence of financial administration reports that are recorded by producers every day and every month.

CONCLUSION

From the results of the discussion of the study above, it can be concluded that the Mandiri Putra fish business in Semarang City has applied the production principles of Islamic economics well, so this must be maintained and become the basic principle in product management activities. In theory, the implementation of Islamic economic production principles can affect the level of economic growth, welfare, justice, environmental sustainability and social responsibility. Putra Mandiri's fish business in terms of sales volume is quite stable, seen from the financial reports which are still good in terms of sales amid the co-19 pandemic which has not been completed to date.

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