

ABSTRAK

Nizar Amirasidin. 2025. Analisis Etos Kerja Karyawan Diana Collection Kota Tasikmalaya Dalam Perspektif Etika Bisnis Islam: Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi

Penelitian ini bertujuan menganalisis penerapan etos kerja Islami pada karyawan Konveksi Diana Collection Kota Tasikmalaya dalam perspektif etika bisnis Islam, yang difokuskan pada empat prinsip: berorientasi masa depan, tanggung jawab, sederhana dan hemat, serta bersaing secara jujur.

Metode penelitian yang digunakan adalah deskriptif kualitatif melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis dengan model Miles dan Huberman yaitu reduksi data, penyajian data, dan verification.

Hasil penelitian menunjukkan bahwa penerapan etos kerja Islami di Diana Collection telah berjalan, meskipun belum optimal. Prinsip berorientasi masa depan sudah tampak pada orientasi pemilik yang menjadikan bisnis sebagai ibadah, namun belum sepenuhnya diterapkan oleh karyawan karena lemahnya disiplin. Prinsip tanggung jawab terlihat dari komitmen menjaga kualitas produk dan pelaksanaan zakat, meskipun masih terdapat retur dan rendahnya konsistensi kerja. Prinsip sederhana dan hemat tampak pada sistem pengupahan yang adil, tetapi belum diikuti dengan kontribusi sosial maupun kebijakan ramah lingkungan. Prinsip bersaing secara jujur sudah diterapkan terhadap pelanggan, namun masih terdapat masalah internal berupa intimidasi karyawan.

Kata Kunci: Etos Kerja Islami, Etika Bisnis Islam, Konveksi Diana Collection

ABSTRACT

Nizar Amirasidin. 2025. Analysis of the Work Ethic of Diana Collection Employees in Tasikmalaya City from the Perspective of Islamic Business Ethics: Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University

This study aims to analyze the application of Islamic work ethic among employees of Diana Collection in Tasikmalaya City from the perspective of Islamic business ethics, focusing on four principles: future orientation, responsibility, simplicity and frugality, and fair competition.

The research method used was descriptive qualitative through interviews, observations, and documentation, and the data were analyzed using the Miles and Huberman model, which consists of data reduction, data display, and verification.

The results showed that the application of Islamic work ethic at Diana Collection has been implemented, although not optimally. The principle of future orientation is evident in the owner's orientation of treating business as worship, but it has not been fully implemented by employees due to weak discipline. The principle of responsibility is evident in the commitment to maintaining product quality and implementing zakat, although there are still returns and low work consistency. The principles of simplicity and thrift are evident in the fair wage system, but this has not been followed by social contributions or environmentally friendly policies. The principle of fair competition has been applied to customers, but there are still internal problems in the form of employee intimidation.

Keywords: *Islamic Work Ethic, Islamic Business Ethics, Diana Collection*