

ANALYSIS OF CULINARY BUSINESS DEVELOPMENT STRATEGIES IN THE PERSPECTIVE OF ISLAMIC ETHICS: (Case Study in Ms. Djito Batu's Catering Ambassador Business)

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Abstract. The potential for culinary business development in Malang City is growing rapidly, one of which is in the catering business sector. More than 100 catering businesses in Malang prove that this business is in great demand by the people of Malang City. One of the catering businesses located in Malang City is Duta Catering, Ms. Djito, which is located between the border of Malang City and Batu City. Catering Ambassador Ms. Djito is one of the best catering businesses and is ranked No. 01. For the city of Malang and No. 02 for all East Java Province. Of course, achieving this is not an easy thing, but Catering Ambassador Ms. Djito has strategies for developing her business, and they are analyzed using Islamic Ethics. From the in-depth research findings, it can be seen that the strategy used by Ambassador Catering, Mrs. Djito, uses 3 strategies. Namely vertical integrity strategy (forward integrity strategy, backward integrity strategy, and horizontal integrity strategy), intensive strategy (market penetration strategy and product development strategy), and diversification strategy implementing a related/concentric diversification strategy. If analyzed with Islamic ethics, the strategies implemented by Catering Ambassador Ms. Djito are in general in accordance with the existing theory. In this case the Catering Ambassador, Ms. Djito, does not only focus on strategies in general, but the Catering Ambassador, Ms. Djito, also does not forget matters regulated by the Islamic Religion.

Key Words: Development Strategy, Culinary business, Islamic ethics



INTRODUCTION

Business is an attempt to obtain profits according to goals and targets in various fields, both in terms of quantity, quality and time. Profit is the main goal in the business world, especially for business owners both short and long term. The gain in question is a financial gain, goods and services needed for community life daily.¹ One form of business that is promising to run is a food or culinary business. The prospects for this business will continue to be bright considering that food is a basic need for all humans.

The rate of growth in numbers and human development has implications for the increasing need for food, both in quantity and quality. For those who are observant, this is of course will bring opportunities workable business. More so in this modern age. The support of the development of science and technology makes every society² (in general) change the orientation of its life,³ even when making a decision. Modern society's decisions tend to be wiser, more practical and more efficient. For example, the orientation and work culture of the people are getting higher and different from before. This creates problems with the food and drink needs of workers, so that to fulfill them it is not uncommon for companies to determine policies that make it easier. One option is to hook the company *catering* to feed its employees.³

The large number of people choosing this line of business has also given rise to increased competition.⁴ This will definitely give rise to competition which business getting tighter, until make

¹ Purwana Dedi dan Hidayat Nurdin, "Studi Kelayakan Bisnis," *Depok: Rajawali Pers*, 2016, 2.

² Putri Anggun Rohmalia dan Yenni Merlin Djajalaksana, "Pengelolaan Bisnis Catering dengan Memanfaatkan Sistem Informasi Berbasis Web (Studi Kasus pada Anggun Catering)," *Jurnal Teknik Informatika Dan Sistem Informasi* 8, no. 2 (2013): 219812.

³ Muhammad Dika Rahaditya Noer dan Martha Tri Lestari, "Strategi Komunikasi Pemasaran Efektif Kartini Katering Dalam Memenangkan Pasar Katering Di Kota Bandarlampung," *eProceedings of Management* 8, no. 4 (2021).

⁴ Ricky Pradipta Hutama Putra, "Analisis Perumusan Strategi Pengembangan Bisnis Pada Umkm Kuliner Krr's Otentik" (Universitas Brawijaya, 2020).



business this is on which position easy to attack. Anybody that's ready for compete with various innovations, improvisation and creativity, it is he who will win the competition. In general, this is true, but there is one eschatological side that cannot be missed, especially for Muslim entrepreneurs. Besides having to be careful in competing, they also have to be more thorough study the cultivation of aspects of sharia in the business activities carried out.⁵

For the Muslim community, doing business is not a strange thing, because the Prophet Muhammad in historical review is known as a successful businessman. As a guiding figure for the people, the Prophet had a very good attitude in doing business. The Prophet Muhammad's hardworking mentality was formed from childhood when Halimah Assa'diyah was raised until adulthood. Together with Halimah's children, Nabi, who was then 4 years old, tended the goats. He then used this experience as a job as a goat herder belonging to the people of Mecca.⁶ From the age of 12 inclinations and The Prophet's expertise in doing business began to be honed. He began to be preoccupied with trading activities at that young age. Her busy daily life has led her to become a professional business person with business ethics. He practiced this profession until he was 40 years old when he officially became an apostle.⁷

Development effort *catering* keep experiencing increase, so does that happened in Malang city. Effort *Catering* available in Malang was recorded reach 100 attempts catering.⁸ Probably a tradition use catering services already become necessities of life

⁵ Fita Nurotul Faizah, "Analisis strategi pengembangan bisnis islam pada UMKM mekar abadi Kabupaten Grobogan," *Jurnal prosiding, Fakultas Ekonomi Dan Bisnis Islam Universitas Islam Negeri Walisongo Semarang*, 2015.

⁶ Nihayatur Rohmah, "Perdagangan Ala Nabi Muhammad SAW Gambaran Tauladan Yang Hilang Di Perdagangan Global," *At-Tahdzib: Jurnal Studi Islam dan Muamalah* 4, no. 2 (2016): 100-131.

⁷ Muhammad Saifullah, "Etika bisnis Islami dalam praktek bisnis Rasulullah," *Walisongo: Jurnal Penelitian Sosial Keagamaan* 19, no. 1 (2011): 127-56.

⁸ Achmad Saefuddin, "Mengenal Duta Katering 'Mbah Djito' Batu Malang," *kompasiana.com*, 2017.



for the people of Malang, to help fluency and a success event. Wrong an existing catering in Malang and located in Kota Batu is DutaCatering Djito's mother. This business is one businesscatering which is growing very rapidly, even ranked first in the city of Malang.

Ambassador *Catering* Mrs. Djito is one of the businesses built by Hj. Kustina or who is usually called Mrs. Djito, with the support of her husband Mr. H. Sulaiman Suhardjito who is often called Mr. Djito. Businesscatering This is located on Jalan Ir. Soekarno, Dusun Areng areng, Rt 01/Rw.03 Number 26, Dadaprejo Village, Junrejo District, Batu City, East Java. This business was started in 1995 which started with a small business. This company has achieved developments that have been carried out in tandem with the rise and fall of turnover. Meanwhile, currently it is a quite well-known catering in Malang or East Java. Mrs. Djito, the catering owner's nickname, runs her business by providing customer satisfaction, which is a benchmark for the importance of this company growing.

As one of the businesses that is classified as superior, DutaCatering Mrs. Djito has a broad market segmentation. This market segmentation includes the areas of Malang City, Batu City, Kapanjen, Surabaya, Lumajang, Pasuruan, Jombang Madura, Bondowoso, Mojokerto and Jember. This is a pretty good achievement for the catering business, and also for Duta's businessCatering Djito's mother has an income in one week able to achieve a profit of approximately IDR 1 billion rupiah.

In order to maintain the continuity of her business, Ambassador Catering, Ms. Djito, of course applies special strategies in developing her business. Ambassador *Catering* Djito's mother creates quality and halal products with a variety of menus and flavors. Prices are determined strategically. Meanwhile, the consumers also have various backgrounds, ranging from social class, ethnicity, place and even religion.

The development carried out is a process direction change which is more well through that effort done by planned



by a company.⁹ Be found several reasons that support development business, among others namely potential to creation and expansion labor for the unemployed, to increase people's income around, and can grow the skills possessed by the community.¹⁰ As well as there are spiritual practices, such as: Routine recitation every Thursday night, helping all the people in Areng Areng Village if Mr. Djito dies, he always bears the costs of taking care of the body, starting from the cost of buying the shroud to the cost of burial. With the Catering Ambassador business, Ms. Djito, she has been able to empower the surrounding community, so that the social benefits can be felt.

On the basis of this background, the authors are interested in researching more deeply about the culinary business development strategy that exists in the Catering Ambassador business, Ms. Djito, Batu City. The research that the author will do is titled "Analysis of Culinary Business Development Strategies in the Perspective of Islamic Ethics (Case Study on Ms. Djito Batu's Catering Ambassador Business)". Here the researcher focuses this research on 2 problems, namely: 1. How is the concept of strategy implemented business development at Ambassador Mrs. Djito's catering? 2. How is the concept of strategy development culinary business of Duta Catering Mrs. Djito in the perspective of Islamic ethics?

RESEARCH METHOD

This research is a field research (*field research*), using Qualitative research. Qualitative research uses observation and interviews in collecting data in the field. With the relation to this research, the focus of the study is Duta Catering (Ibu Djito) business in Batu City based on the data obtained by the researchers, both primary and secondary data. This researcher uses a qualitative approach to find research data

⁹ Fadlika Fatchur Rochman, "Strategi Pengembangan Bisnis PT," *Ojid Kharisma Nusantara [Skripsi]. Fakultas Sains dan Teknologi UIN Syarif Hidayatullah: Jakarta*, 2011.

¹⁰ Sumarsono Sonny, "Ekonomi manajemen sumber daya manusia dan ketenagakerjaan," *Yogyakarta: Graha Ilmu*, 2003, 109.



from field facts that exist in certain cases in detail. This kind of research is carried out through intense or long duration interactions with participants in a naturalistic situation to investigate the everyday life or something extraordinary of every individual, group, society, and organization.

RESEARCH RESULTS AND DISCUSSION

General Description of The Company

Duta Catering, Ibu Djito, is a company that produces culinary businesses in Batu City, which has implemented the importance of good relations with consumers, customers, including the surrounding community. The catering ambassador, Ms. Djito, has never found/had issues and complaints about relationships or good relations. As a company that was founded in 1995, Duta Catering Mrs. Djito is well known in Malang Raya and the surrounding areas such as Jombang, Kediri, Madiun, Surabaya, Tuban, Lumajang and Bojonegoro. Even Catering Ambassador Mrs. Djito is also a recommended catering vendor on several wedding service blogs in Malang and personal blogs that provide testimonials about Duta Catering. In addition, Duta Catering has also obtained various certificates, both the Ministry of Health permit number and a halal certificate from the MUI. The company, which has 300 employees, has also been able to manage consumption at several major events, including state events in the East Java region. Some time ago he even took part in the success of a culinary exhibition in Matos.

Duta Catering is a catering service company that was started by Hj. Kustina with the support of her husband, Mr. H. Suhar Djito. The services provided by this catering have been recognized by its customers. Founded in 1995, starting with a small business, this company has achieved progress along with the ups and downs of turnover and is now quite well-known in Malang or East Java. Mrs. Djito, the nickname for the catering owner, runs her business by providing satisfaction, which is an important benchmark, this company is growing.

127



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Initial capital to set up a service business *catering* this is Rp. 300,000, for the procurement of materials and other needs, 50% of the total payment for the Gunung Ringgit BPR is taken for shortfall in capital. The system applied to manage the business is community management. Recruitment is done by empowering the local community. This means that leaders do not rely on experts or professionals as is applied in companies or other agencies, but rather empower the surrounding community who do not have a job. Because the main goal of Catering Ambassador Mrs. Djito is to create labor-intensive jobs so that they can accommodate as many workers as possible from the surrounding community. Duta Catering, Ms. Djito, is a micro-enterprise because her business is still limited to one sector. Because the business carried out has reached three businesses, namely: *catering*, *contractors*, and *paint* finally *owner* decided to register his business as a CV, and gave it the name CV Dharma Utama.

Scope of Company Activities

Ambassador *Catering* Mrs. Djito is a company engaged in services that really maintains product quality and prioritizes customer satisfaction. This catering is well known by the people of Malang. This catering production capacity can reach 10 *event* per day or the equivalent of 10,000 servings per day, even one of the staff said that *catering* it once served up to 26 *event* in one day, but currently orders are only limited to a maximum of 17 *event* in Sahari. Until now, the number of employees has reached around ±463 people, which are divided into predetermined divisions. Each division has *job description* each one. They work according to the flow determined by the organization. Mrs. Djito's Catering Ambassador serves a variety of services *event* as weddings, birthday parties and other occasions. The catering which is managed by Mrs. Djito (wife of Mr. H. Suhardjito) offers various types of food and drink menus, ranging from oriental, continental, traditional Indonesian dishes, pastries, and many others.



Table 1
2019 Number of Orders¹¹

NO	MONTHLY	TOTAL EVENT 2019
1	January	126
2	February	130
3	March	138
4	April	156
5	May	172
6	June	178
7	July	145
8	August	197
9	September	103
10	October	117
11	November	143
12	December	220
	Total	1,825

Order Process

Customer ordering activities for Mrs. Djito's Catering Ambassador service can be done by telephone or directly by visiting the Catering Duta office, this is more efficient because consumers can receive direct explanations in a transparent and clearer manner

Table 2

¹¹ "Dokumentasi" (Malang, 2020).



Selling price list for Duta Catering Mrs. Djito¹²

Package Name	Price/portions
Special Package	Rp. 95,000
Special Package	Rp. 72,000
Super Package	Rp. 65,000
Standard Package	Rp. 58,000
Saving package	Rp. 52,000
Packer Classic A	Rp. 47,000
Classic Package B	Rp. 50,000
Classic Plus Package	Rp. 62,000
Special Package A	Rp. 47,000
Special Package B	Rp. 50,000
Delivery Package Package A Package B	Rp. 175,000 Rp. 77,500
Rice Box Package Package A Package B Package C Package D	Rp. 60,000 Rp. 35,000 Rp. 30,000 Rp. 20,000
Tumpeng Package Tumpeng NasiKuning Tumpeng White Rice	Rp. 600,000/10 pcs Rp. Rp.550,000/10 pcs

Based on the table above, it can be seen that Duta Catering Mrs. Djito has set different selling prices for her customers. The selling price

¹² "Dokumentasi."



setting also varies greatly, ranging from special prices to economical prices, and for each order of more than 500-2000 pac, a bonus will be given by the company including; For orders of 500-700, a bonus of 100 pac fruit juice will be given. Orders of 750-1000 pac will be given a bonus wedding car + 100 fruit juice. Orders of 1050-1500 pac will be given a bonus car wishing + 100 friut juice + chocolate fountain. Orders of 1550-2000 pac will be given a bonus wedding car + 100 pac hut menu + chocolate fountain and the bonus does not apply to special packages.

1. The Business Development Strategy Implemented at Duta Catering, Ms. Djito

Table 3
Implementation of Ms. Djito's Catering Ambassador Strategy

Strategy Applied	Field Implementation
Product Strategy	1. Quality of ingredients, Catering Ambassador Mrs. Djito uses fresh ingredients directly from suppliers who have worked for a long time and are trusted companies, from meat, fruit and vegetables. 2. Cleanliness, after the ingredients arrived, the next step was Ambassador Catering, Ms. Djito, to wash the product ingredients that had arrived in order to maintain cleanliness and good product quality. 3. Material management, after the material is cleaned the next step is the material management process, starting from cutting the meat, peeling the fruit, separating the vegetables. So that it is easier to process and separate to the place where the cooking process is. 4. The Cooking Process, After separating everything, the next step is the cooking process, in this case, Duta Catering has a very large kitchen for cooking processes, and for the distribution of the cooking process, they already have separate sections. Such as a special place for cooking meat, a place for cooking vegetables, and a place for processing fruit, using tools that are guaranteed to be clean.



	<p>5. The packaging process, the next step is the product packaging process. Finished products will then be collected in the packaging section into one by using different places such as packing rice boxes, putting meat in large thermos to keep it warm, fruit that has been processed into fruit ice, and so on.</p>
Pricing strategy	<ol style="list-style-type: none"> 1. Field research, in setting prices Duta Catering Mrs. Djito is not arbitrary in setting prices but by conducting field research first by sending the marketing department to survey the prices of products on the market for similar and dissimilar products. 2. Calculated, After knowingThe next market prices are the calculation process starting from the initial cost until it is finished. 3. Making packages, after calculating the next step, making price packages for each product. As we have seen, these prices are all listed in a brochure for Catering Ambassador Ms. Djito
Strategy Distribution	<ol style="list-style-type: none"> 1. Consumers. In this case, Ambassador Catering, Mrs. Djito, distributes it directly to consumers. 2. WO Party. by working with WO parties, namely the Catering Ambassador Ms. Djito hooked several WO parties to cooperate in distributing their business.
Strategy promotion	<ol style="list-style-type: none"> 1. Jump. For direct marketing carried out by Catering Ambassador Mrs. Djito by means of: through personal selling(<i>personal selling</i>), namely sales made by offering their products directly to consumers, through the approach <i>door to door</i> to consumers and W.O, and active in participating in exhibition events in the city of Malang. 2. Indirect. Apart from using the direct method, Ambassador Catering Mrs. Djito also uses the indirect method, namely using social media to promote her products, such as Whatsapp and Facebook, Instagram.



2. **The Concept of Culinary Business Development Strategy for Duta Catering Mrs. Djito in the Perspective of Islamic ethics**

Table 4
Application of the Ethics of Mrs. Djito's Catering Ambassador

Application of Islamic Ethics	Description
Honest in Measurements	In the process of cultivating an attitude of honesty at Duta Catering, Mrs. Djito has been a top priority since its establishment the company, and all of that is fully detailed in a brochure selling prices for packaged food. Equipped with attractive bonuses from every purchase of more than 500-700 pac.
Selling Good Quality Goods	For raw materials, Duta Catering, Ms. Djito, has worked with several suppliers who already know the standards the company needs. Starting from meat suppliers we source from Malang City, shrimp snails from the Siduarjo area of the South Coast, for vegetables and fruits we source from Batu City.
Not Using an Oath	Catering Ambassador Ms. Djito in this case never uses swear words in all of her transactions. The company provides the best service to consumers by applying the 5S principle (smile, greet, greet, polite, courteous).
Loose and Generous	In this case, Ambassador Catering, Ms. Djito, prioritizes consumers by providing the right service, fast, inexpensive, and very friendly service. Because like the company itself, the satisfaction of consumers is the most important goal.
Build Good relationship	In this case, Ambassador Catering, Ms. Djito, always maintains good relations with consumers and the WO. To the



	extent that the company always gives greetings every year, especially on Eid al-Fitr, to giving THR to consumers and WO who are loyal to the Catering Ambassador company, Mrs. Djito.
Administrative Order	In this case, Ambassador Catering, Ms. Djito, has carried out an orderly administration, by recording every transaction. This is in order to avoid unwanted things, which can be detrimental to both parties, therefore Duta Catering Ibu Djito's company implements an installment/credit payment system, in order to provide convenience for consumers in ordering at this company.
Set a Transfaran Price	In setting prices, Ambassador Catering, Ms. Djito, has long implemented transparent prices. All of this has been included in a brochure, which is usually distributed during events.

As described in the previous chapter, researchers have found the expected data, both data derived from observations, interviews, and documentation of research subjects. Furthermore, in this chapter the researcher will present a description of the discussion according to the research focus and research objectives. In this discussion, the researcher will integrate the findings in the field and then discuss the existing theories. In this discussion, the researcher will present an analysis of the data obtained, both primary data and secondary data, then interpreted in detail.

Furthermore, the researcher saw Catering Ambassador Mrs. Djito, also produce several products, namely various foods with several menus, various menus with several menus, and various various cakes/snacks with several flavors. From this explanation, the researcher can conclude that Duta Catering, Mrs. Djito, implemented a Diversification Strategy, and the diversification strategy carried out by Duta Catering, Mrs. Djito, came from the same industry, namely



ready-to-eat food and beverages. Therefore, it can be said that the diversification strategy undertaken by Duta Catering, Mrs. Djito, is a related or concentric diversification strategy, namely by adding new products or services, but still interconnected.

Based on the data presented by the researchers, it can be seen that Bu Djito catering implements three culinary business development strategies, namely vertical integrity strategy and intensive strategy. and diversification strategy. So based on these data, not all business development strategies can be implemented within a company.

3. Catering Ambassador Culinary Business Development Strategy Mrs. Djito in the Perspective of Islamic Ethics

The key in doing business lies in the ethics applied in the business. The requirements for achieving blessings on the transcendent value of a business person must pay attention to several ethical principles that have been outlined in Islam,¹³ and these have also been implemented by the Catering Ambassador Mrs. Djito, including:

Honest in Measure (Quantity)

This is very important to pay attention to because of God Himself. Meaning: 1. Big accident for people who cheat 2. (namely) those who when receiving measurements from others they ask to be fulfilled, 3. And when they change or weighing for others, they deduct. The honest attitude that has been implemented by Catering Ambassador Mrs. Djito in running their business, including the following: a. Do not double the price b. Acknowledge the product's strengths and weaknesses. c. Honest in measure.¹⁴

¹³ Siska Yuli Anita, "Analisis Strategi Bersaing Usaha Mikro Kecil dan Menengah (UMKM) di Masa Pandemi Covid-19 Dalam Perspektif Etika Bisnis Islam (Studi Pada Pelaku UMKM Keripik Pisang di Jl. ZA. Pagar Alam)," *Jurnal Ilmiah Ekonomi Islam* 8, no. 1 (2022): 352-62.

¹⁴ Dewi Maharani, "Penerapan kejujuran dan tanggung jawab dalam etika bisnis syariah pada wirausaha muslim di kecamatan medan marelan," *Intiqad: Jurnal Agama dan Pendidikan Islam* 9, no. 1 (2017): 21-28.



Selling Good Quality Goods(Quality)

In this case, Ambassador Catering, Ms. Djito, always pays attention of each product, starting from the beginning of the process of receiving materials raw materials from suppliers who have been entrusted by the company,¹⁵ starting from meat taking suppliers from Malang City, snails and shrimp from the Siduarjo area on the south coast and for vegetables, fruits from the Batu City area. As an explanation from the researcher's interview with the Catering Ambassador Manager, Mrs. Djito.

It is Forbidden to use Oaths (al-Qasim)

In this case, Ms. Djito's Catering Ambassador Company, never uses swear words in all of the transactions it does.¹⁶ The company provides the best service to consumers by implementing the 5S principle (smile, greet, greet, polite and courteous). As explained in the interview conducted by the researcher with the main owner/director of the Duta Catering company, Ibu Dito.

Loose and Generous(Tasamuh and tar'hum)

In this case, Catering Ambassador Ms. Djito will always provide the best service to consumers, because consumers are a priority in creating culinary business needs.¹⁷ Catering Ambassador Mrs. Djito provides precise, fast, generous and friendly service. Rasulullah SAW strongly recommends business people to be loose and generous in every transaction, smiling and warm-hearted.

Building Good Relationships(interrelationship/s ilat al-rahim)

In this case, Catering Ambassador Mrs. Djito, from the company side, always maintains good relations with consumers and business

¹⁵ Isma Nursyamsiah dan Nila Nopianti, "Pengaruh Etika Bisnis Islam dan Kualitas Produk Terhadap Kepuasan Konsumen Pada Usaha Rofi Collection Ciamis," *Jurnal Ekonomi Rabbani* 1, no. 1 (2021): 52-62.

¹⁶ Noorma Yunia, "Implementasi Etika Bisnis Islam Dalam Menjalankan Usaha Kecil," *Aksioma Al-Musaqoh: Journal Of Islamic Economics And Business Studies* 1, no. 1 (2018).

¹⁷ Rizky Dermawan dan Arif Rijal Anshori, "Tinjauan Akhlak Bisnis Islam terhadap Produksi Terasi," *Jurnal Riset Ekonomi Syariah*, 2022, 17-22.



partner *wedding organizer*(WO).¹⁸ Namely, when Idul Fitri, the company always gives greetings to previous customers and the Wedding Organizer (WO), even giving THR to customers who are loyal to the Catering Ambassador company, Mrs. Djito.

Administrative Order

In this case, Duta Catering, Ms. Djito, does apply a credit/installment system, namely by paying the dp in advance for an order receipt.¹⁹ After the consumer event was carried out successfully. Then the next thing is the process of repaying the loan (debt), from the consumer to the company, in which case the transaction has been recorded in the book of receipts for the loan, in which the paper has been recorded and owned by each consumer and company.

Set Prices Transparently

In this case. Catering Ambassador Ms. Djito, has been implementing transparent prices for a long time,²⁰ and all of that has been up to par complete starting from special package prices to super-saving packages in the form of a brochure.

CONCLUSION

From the explanation presented above, the researcher can conclude several things, namely as follows: 1) The business development strategy implemented by Ambassador Catering Mrs. Djito is a combination strategy, namely vertical integrity strategy (forward integrity strategy, backward integrity strategy, and horizontal integrity strategy), intensive strategy (market penetration strategy and product development strategy). and a diversification

¹⁸ Juliana Juliana, M Faathir, dan M A Sulthan, "Implementasi Etika Bisnis Islam Pelaku Usaha Mikro: Studi Kasus Pada Pelaku Usaha Mikro Syariah Puspa Bank Indonesia Wilayah Jawa Barat Di Bandung Tahun 2017," *Strategic: Jurnal Pendidikan Manajemen Bisnis* 19, no. 1 (2019): 36–43.

¹⁹ Lenda Surepi, Azwar Rahmat, dan Resi Julita, "Peranan Administrasi Bisnis dalam Strategi Pengembangan Usaha," *Jurnal Aghniya* 4, no. 1 (2021): 1–10.

²⁰ Ismet Ismatullah dan Tina Kartini, "Transparansi dan akuntabilitas dana masjid dalam pemberdayaan ekonomi ummat," *Jurnal Ilmiah Ilmu Ekonomi (Jurnal Akuntansi, Pajak dan Manajemen)* 6, no. 12 (2018): 186–204.



strategy, namely implementing a related/concentric diversification strategy. 2) The strategies implemented by Duta Catering, Ms. Djito, are generally in accordance with the existing theory. However, there needs to be a little attention in terms of the strategies implemented at Duta Catering, Ms. Djito, so that they are more optimal. As with any vertical integrity strategy, special attention needs to be paid to suppliers in the event of an increase in orders.

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