

ANALYSIS OF SHARIA BUSINESS MANAGEMENT IN CATERING AND AQIQAH SERVICES

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Abstract: This study aims to analyze the application of sharia business management in Catering and Aqiqah Services. In this study using interpretive qualitative methods, this research will try to see what kind of business management is carried out descriptively. Indonesia's food and beverage industry is currently experiencing very rapid growth, which is caused by many factors. One of them is the lifestyle of Indonesian people who are very consumptive with products from the food and beverage industry that are very diverse and innovative so that they can be accepted by the public. Another factor that plays an important role in the growth and development of this industry is management.

Keywords: Business, management, analysis.

Introduction

As shown by data from the Central Bureau of Statistics, Indonesia's food and beverage industry is currently experiencing very rapid growth, which is certainly influenced by the lifestyle of Indonesian people who tend to be consumptive. Data from the Bureau of Statistics (BPS) shows that the food and beverage sector grew by 0.22% in the second quarter of 2020, with this sector making a significant contribution to gross domestic product (GDP). Looking at the current data, it is clear that these food and beverage companies have enormous potential to grow, expand, and spread throughout Indonesia.

This is due to many factors, one of which is the lifestyle of Indonesian people who are very consumptive of products from the food and beverage industry today, which is very varied and innovative so that it can be accepted by the community. In addition to the community factor, there are other factors that are very important for the improvement and development of the food and beverage business, such as business management within the company or business. Planning, organizing, actualizing, and supervising a business or enterprise to achieve goals is called business management. The concept of business management includes. Although each business concept has its advantages and disadvantages, business management is generally based on the principles, values, and organizational culture of the company or business. Business Management consists of several parts, such as marketing management and financial management.

In the current food and beverage business sector, the Aqiqah Catering Service business has attracted the attention of researchers. Most Muslims know that Aqiqah is an act of worship that is performed by slaughtering an animal on behalf of a newborn baby as a way of thanking Allah SWT with various intentions. One of these intentions is by mentioning the name of the baby when slaughtering. Which then in the subsequent process is to give alms in the form of food from the slaughtered animal, For some people who do not want to bother with performing aqiqah, many people use the aqiqah catering service to help the aqiqah ceremony that they are going to perform, which needs to be considered is that the aqiqah ceremony is a ritual of Islamic worship which cannot be done carelessly in carrying it out because there are valid conditions in the process,

therefore the aqiqah catering service as a party representing the aqiqah process must be able to meet the sharia requirements in aqiqah and also have quality as a catering service provider.

From the background that the researcher explained above, the researcher assumes that the Aqiqah Catering Service business, which is a service characterized by Sharia or carrying out Islamic sharia, then in its Internal Business must also implement Sharia Business Management, both from marketing management, production management, human resources management, and its financial management implements Sharia principles.

Literature Review

Sharia Business Management

According to M. Ismail Yusanto (2004) in (Karsidi, 2013) Islamic business, more commonly known as sharia business, is defined as a series of business activities that can take various forms. While there is no limit on the amount of assets owned (both goods and services) including the profits generated, there are limitations in how these assets are acquired and utilized, which must comply with the rules of halal and haram. In Islamic business, the practices carried out are certainly a reflection of the exemplary conduct of the leader of the Muslim community, namely the Prophet Muhammad SAW. In business, the Prophet Muhammad SAW had strategies that are worthy of emulation by his followers.

According to Hafihudin & Tanjung (2003: 71) in (Habijoyo & Mansah, 2022), the business strategy of Prophet Muhammad SAW in achieving success is based on several principles. First, **Shiddiq**, which means honesty, where every statement, belief, and action must be grounded in Islamic teachings. In the business context, honesty is demonstrated through sincerity, accuracy, and commitment to promises and service. Second, **Istiqamah**, which means consistency in faith and good values, even when faced with various temptations and challenges. Istiqamah in goodness is reflected in steadfastness, patience, and perseverance, ultimately leading to optimal results. Third, **Fathanah**, which means a deep understanding and compliance with all tasks and responsibilities. Fourth, **Tabligh**, which means the ability to communicate effectively, invite, and set an example for others in implementing Islamic teachings. Tabligh delivered with wisdom, patience, sound arguments, and persuasion will strengthen human relationships. Finally, **Amanah**, which means having a sense of responsibility in fulfilling obligations. Amanah is demonstrated through openness, honesty, optimal service, and doing good in all matters.

According to the author, the business strategies of the Prophet Muhammad SAW not only represent a very good strategy in business but also embody the noble qualities that every Muslim must possess in living life in this world. These qualities are not only needed in business matters but are also essential in social interactions with others, as these noble traits can foster bonds of brotherhood among fellow Muslims.

Sharia Marketing Management

Marketing in Islamic jurisprudence literature is referred to as wakalah or representation. Wakalah means delegation, assignment, or granting a mandate. Wakalah can also be understood as the transfer of authority from one person that can be carried out by an individual or delegated to another person. Sharia marketing is defined as a strategic business unit discipline directed towards a process where there is a change in value and offerings from one initiator to another part as a whole, in accordance with the principles of muamalah activities in Islam.

The legal basis for marketing (wakalah) is established by consensus (ijma) as a sunnah, due to the values that contain very noble elements (ta'awun) based on goodness and piety. In the foundation of fiqh, everything related to muamalah can be conducted as long as there is no evidence that prohibits it. The pillars of wakalah consist of three essential elements that are

requirements in a sales transaction. These elements include the presence of a seller and a buyer, the existence of goods, products, or services being traded, and the presence of *ijab* and *qabul* as a declaration of agreement between both parties (Siti Kalimah, 2019).

Sharia Production Management

Sharia Production Management is a system that regulates all production activities based on Sharia principles. This system not only emphasizes efficiency and effectiveness but also ensures that every step taken aligns with Islamic teachings (Amanda & Rahman, 2024). Some key principles in Sharia Production Management include the halal and quality of products, fairness in every transaction, transparency in the process, and social responsibility towards society and the environment. In the context of catering and Aqiqah services, the implementation of Sharia Production Management can be seen through the selection of halal raw materials, the implementation of appropriate standard operating procedures (SOPs), and good customer service. By applying Sharia Production Management, businesses can not only produce high-quality products but also achieve sustainability and provide wider benefits to society. Factors of production are of paramount importance in Islamic teachings. Therefore, entrepreneurs need to understand and possess certain characteristics in their managerial production skills that align with Islamic principles (Andika, 2012).

Sharia Finance Management

Sharia finance management is a discipline that governs all financial systems, including the organization, coordination, and control of financial resources in accordance with Sharia principles (Setiawan, 2021). From the definition above, we can conclude that sharia finance management refers to all steps taken in carrying out this management that must be based on the rules of Allah SWT as contained in the Quran and Al-Hadith.

a. Principles of Sharia Finance Management

According to (Maulana Huda & Shadiqy Nurhafili, 2023) the principles of Sharia Finance Management taught in the Quran encompass fundamental values outlined in the holy text. These principles emphasize the importance of trade based on mutually beneficial agreements that are accepted by all parties involved, while avoiding violations of justice in every aspect of commerce. Additionally, these principles promote compassion, cooperation, and brotherhood among humanity. Investments in ventures that could harm moral and mental well-being are prohibited, and the products traded must be halal and of good quality. The prohibitions against *riba*, *gharar*, *tadlis*, and *maysir* are essential components of these principles, which also highlight the importance of worship and remembering Allah in every trading activity.

b. Principles of the Sharia Financial System

The fundamental framework of the Sharia financial system, known as Sharia, comprises rules and regulations that govern various aspects of Islamic society, including economics, social matters, politics, and culture, which originates from the provisions established in the Quran and the explanations and actions of Prophet Muhammad SAW (Darnilawati et al., 2021).

The basic principles of a sharia-based financial system include: (I) Prohibition of Interest: The prohibition of *riba*, which literally means "excess" and is interpreted as "unjustified increase in capital in loans or sales," is a primary guideline of the sharia-based financial system. Specifically, any agreed-upon and fixed positive rate of return related to the time period and principal amount of the loan (that is, guaranteed without regard to the performance of the investment) is considered *riba* and prohibited in Islam. (II) Money as "Potential Capital": Money is considered potential

capital and only becomes actual capital when combined with other resources for productive activities. Islam acknowledges the time value of money but only when the money is capital, not potential capital. (III) Risk Sharing: Due to the prohibition of interest, fund providers finance investors and not creditors. Financial providers and entrepreneurs share business risks with a profit-sharing arrangement. Financial transactions should reflect a symmetrical distribution of risks that will be faced by the parties involved. (IV) Prohibition of Speculative Behavior: The sharia financial system prohibits hoarding and transactions that involve extreme uncertainty, gambling, and risk. (V) Sanctity of Contracts: Islam emphasizes contractual obligations and information disclosure as a sacred duty. This is intended to reduce risks from unequal information and moral hazard. (VI) Sharia-compliant Activities: Only activities that do not violate sharia rules are eligible for investment. (VII) Social Justice: In principle, any transaction that leads to injustice and exploitation is forbidden.

Method

The method used in this article is a paradigm qualitative approach. According to Moeleong (2006), a paradigm is a conceptual framework that describes the structure, components, relationships, and functions of a system within a specific context and timeframe. A paradigm serves as a reference for researchers to reveal facts through the research processes they conduct (Soeyono, 2018). The choice of paradigm in research has implications for the selection of methodology as well as the methods of data collection and analysis.

Result and Discussion

Sharia Marketing Management in Catering and Aqiqah Services

The implementation of the Sharia marketing paradigm in Aqiqah catering services involves three paradigms: Sharia marketing strategies to win mind share and Sharia marketing value to win heart share (Kertajaya and Sula, 2008). Additionally, there is another strategy, which is Sharia marketing strategies to create sustainability for the company, forming the image of holistic share marketing. Due to its holistic nature, Sharia marketing serves as an umbrella for other strategic forms.

Based on the findings, the target market for Aqiqah services is clear: newborn babies. The analysis is quite simple; we can look at population data and our place of residence to determine the number of births or pregnant mothers as a reference.

In general, marketing management in the Aqiqah business has implemented Sharia principles in terms of service, work ethics, and business motivation. Specifically, the application of segmentation, targeting, positioning, and the marketing mix has been executed effectively, as exemplified by the Prophet Muhammad SAW, who taught that in business, one should be skilled in demonstrating product quality, determining the target market, and employing effective marketing strategies.

Sharia Production Management in Catering and Aqiqah Services

The implementation of Sharia Production Management in catering and Aqiqah services is crucial to ensure that every aspect of production, from raw materials to final products, aligns with Islamic principles. In food industry standardization, there are several requirements that must be met. Research findings indicate that production processes must follow established SOPs.

After slaughtering, the meat should be skinned neatly and properly without being exposed to water. Water contamination can decrease the quality of the meat (Sayuti et al., 2021). Next, the meat should be cleaned in a hygienic kitchen.

All stages, from slaughtering, packaging, delivery, to handover, must be conducted according to SOPs. The inclusion of halal certificates is also part of the procedures that must be fulfilled. Production management in Aqiqah service businesses has generally implemented Sharia principles, including the suitability of the location, selection of Aqiqah animals that meet the requirements, and maintaining kitchen cleanliness. Hygiene is crucial, ensuring that all personnel wash their hands and bathe before working to maintain cleanliness during production (Floridiana, 2019). Specifically, this production management has met established standards because it has well-structured SOPs, which cover hygienic food production requirements, quality assurance, and halal certification.

In addition to ensuring proper cooking processes, the slaughtering of Aqiqah animals is also performed according to Sharia guidelines. The slaughter personnel have a good understanding of the correct Aqiqah procedures and can guide customers who want to slaughter Aqiqah animals themselves, with appropriate guidance from the staff.

Sharia Finance Management in Catering and Aqiqah Services

Sharia financial management, which adheres to Islamic principles, encompasses various activities such as planning, controlling, and managing finances. The goal is to achieve the company's objectives in a manner that aligns with Islamic values (Hayati & Utami, 2020).

Currently, financial management in catering and Aqiqah services is generally handled directly by the founders. Although there is no specific division like finance or accounting, financial records are maintained simply using Excel-based reports to monitor sales and fees. This ensures financial transparency among the founders.

However, the financial recording is still not fully comprehensive. The commissioners chosen to be responsible for financial recording must be honest, fair, and accountable (Juliansyah, M, 2022). To improve financial management, a dedicated division responsible for this task is needed.

Conclusion

The research findings suggest that Islamic businesses, particularly those with an Islamic image, should adopt a business management concept that is grounded in Islamic teachings, encompassing both thought paradigms, motivations, and operational mechanisms. Pangeran Aqiqah and Catering, a business that focuses on Aqiqah services, generally adheres to Islamic principles in its management practices. This includes incorporating values such as working for the sake of worship, providing solutions to simplify the Aqiqah tradition, emphasizing honesty, and other Sharia values.

This catering and Aqiqah service business demonstrates a commitment to applying Sharia principles in various aspects of its management. In marketing, the business prioritizes three key paradigms: winning mind share, heart share, and creating sustainability, reflecting holistic marketing. With a clear target market of newborn babies, the business effectively implements segmentation, targeting, positioning, and the marketing mix. This aligns with the teachings of Prophet Muhammad SAW who emphasized the importance of product quality, selecting the right target market, and effective marketing strategies.

Production management also adheres to Sharia principles by implementing SOPs that ensure hygienic, halal, and high-quality processes, from animal selection to product delivery. Additionally, the slaughter personnel have a good understanding of the correct Aqiqah procedures and can provide guidance to consumers who wish to slaughter Aqiqah animals themselves. Meanwhile, the business's financial management is characterized by transparency through simple record-keeping managed directly by the founders. However, despite the effectiveness of the recording process, the absence of a dedicated finance division indicates that financial management

is not entirely comprehensive. By improving this aspect, the business has the potential to grow more sustainably and maintain Sharia principles throughout its operational processes.

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