



Implementation of sustainable innovation as sharia-based on the resto-pool development strategy of business

Dina Nur Wulandari¹, Muhammad Ahsan²

^{1,2} Universitas Islam Negeri Sunan Ampel Surabaya

*Corresponding author, email: Dinanurwulandari85@gmail.com

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ABSTRACT

Thesis with the title "Application of Sustainable Innovation as a Sharia-Based Resto-Karaoke Business Development Strategy (Comparative Study at the Muslim Generation Restaurant, Sumenep Madura and K-Broo True Family Karaoke Syariah Sidoarjo)". Aims to: Analyze the implementation of the Sharia-based restaurant-karaoke business concept at Resto Generasi Muslim in Sumenep and K-Broo True Family Karaoke Syariah in Sidoarjo. 2. Analyze the application of sustainable innovation at Resto Generasi Muslim in Sumenep and K-Broo True Family Karaoke Syariah in Sidoarjo. 3. Analyze the most effective business development strategies implemented in sustainable innovation to increase sales at Resto Generasi Muslim and K-Broo True Family Karaoke Syariah. This research utilizes a phenomenological approach and a qualitative comparative study. Data sources include primary data and secondary data obtained through observation, interviews, and documentation. Key informants include owners, managers, supervisors, employees, and customers of the Muslim Generation Resto in Sumenep and K-Broo True Family Karaoke Syariah in Sidoarjo. Data analysis is performed using techniques from Creswell.

INTRODUCTIONS

Karaoke has become a popular retail business in the entertainment industry in Indonesia. It has gained a large following and is now expanding beyond big cities to regional areas. This growth in the karaoke business is an interesting phenomenon because it contradicts the negative views of many Indonesians. The majority of the population in Indonesia is Muslim, and there is a strong emphasis on upholding local wisdom as well as social and religious values.

As is known, karaoke places are one of the supporting facilities in developing the tourism sector. Therefore, the Sharia tourism sector, which encompasses various dimensions, disciplines, and sectors, must demonstrate its potential by incorporating halal industries in its concept. Investors and business people in the entertainment sector prefer East Java as a promising business destination because, with the high number and population density of the area, the demand for entertainment venues will certainly continue to increase. Business people will ultimately be required to provide the best entertainment concept that suits people's lifestyles and is innovative and competitive, such as sharia-based karaoke in East Java, namely K-Broo True Family Karaoke Syariah Sidoarjo and Muslim Generation Restaurant in the Sumenep area of the Madura Islands.

K-Broo True Family Karaoke Syariah is an entertainment place in East Java that has metamorphosed from conventional to sharia-based entertainment place.¹ bad that have existed in society so far.² The bad image that has been changed to a positive image with the presence of the sharia label, indirectly influences the increase in business turnover,³ and is one of the factors that strengthens business continuity at K-Broo True Family Karaoke Syariah Sidoarjo.

Muslim Generation Resto in the Sumenep Regency city, is the only restaurant in the Sumenep area that has karaoke facilities with the implementation of Sharia-based management concepts and systems. The sharia concept that is applied is characteristic to distinguish the karaoke place at Resto Generasi Muslim from other karaoke places in the Sumenep Regency area itself. This place is committed to always upholding local wisdom and Islamic values in the Sumenep area.⁴ Geslim Resto is a restaurant that has an Islamic concept karaoke room in Sumenep Regency, Madura Island, precisely located on Jalan Trunojoyo, Manggeling, Gedungan, Sumenep City District. Geslim Resto itself was originally built and prepared only for the needs of tourists who would visit the land of Sumekar in a spectacular event in Sumenep Regency which was called Visit Sumenep in 2018.⁵

Muslim Generation Resto in Sumenep stands out as the only restaurant in the area with karaoke facilities and a Sharia-based management concept. This place is committed to upholding local wisdom and Islamic values, catering to both tourists and the local community. However, the implementation of Sharia branding may present obstacles in the development and sustainability of such businesses. These

¹ "Ditolak Warga K-Broo Ubah Image", *Jawa Pos*, dalam <https://www.pressreader.com>indonesia> (20 Maret 2019).

² Jimmy (*Supervisor* K-Broo True Family Syariah), *Wawancara*, Sidoarjo, 02 April 2019

³ Nanang Fahrudin, "Pengaruh Penggunaan Label Syariah dan pelayanan terhadap minat konsumen di Karaoke Syariah (Study Kasus Karaoke Syariah K-Broo True Family Syariah Sidoarjo)", *Jurnal Ekonomi Syariah*, Vol. 1, No. 8 (2017), 1-9.

⁴ Nanang Wahyudi (Pemilik Resto GESLIM), *Wawancara*, Sumenep, 06 Maret 2019.

⁵ Hambali Rasidi, "Pengusaha Jakarta Buka Resto Islami Pakai *Brand Visit* Sumenep", *Mata Madura: Media Pencerah Mengedepankan Solusi* dalam <https://matamaduranews.com/pengusaha-jakarta-buka-resto-islami-pakai-brand-visit-sumenep/> (13 November 2019).

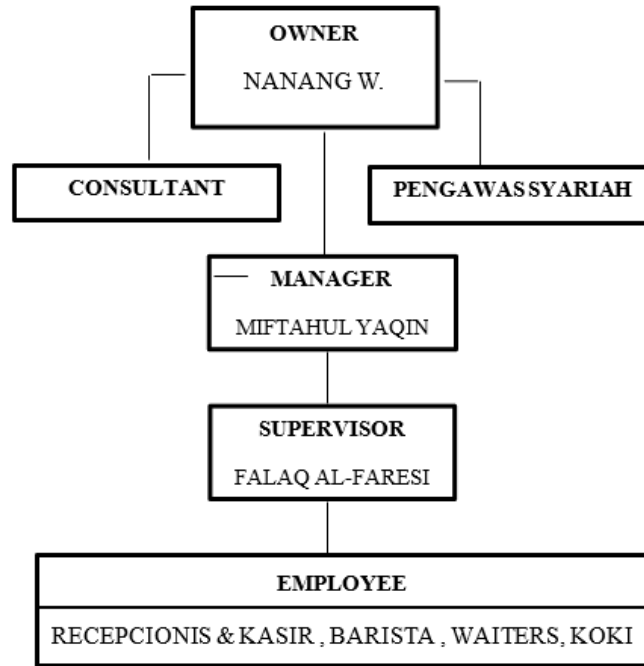
obstacles can be overcome by implementing sustainable innovation, which involves making changes to products, services, or internal systems related to the organization's infrastructure. In conclusion, the increasing interest in the halal lifestyle trend and its compatibility with global trends presents opportunities for businesses to align with ethical principles and marketing methods that strive for certain values. Embracing this trend and strategic entrepreneurship can help overcome obstacles and contribute to the development

Various factors will become obstacles in a business, from lack of capital, and workers who are not yet skilled and by the company's vision and mission to social stigma such as sharia branding which is new and has the potential to become an obstacle in the development and sustainability of a business in the future. Each of these obstacles must be overcome by an entrepreneur with strategic entrepreneurship,⁶ one of which is by implementing sustainable innovation, namely changes (innovations) made to a product/service, service or internal system related to changes in the organization's infrastructure.

Therefore, looking at the role of the halal lifestyle trend is increasingly interesting, especially regarding its compatibility with various other global trends, ranging from ethical business principles to marketing methods that strive for certain values, as well as the need to have a strategy for development and sustainability in a karaoke business with a sharia concept. , made the author interested in conducting research with the title Application of sustainable innovation as a resto business development strategy- sharia based karaoke (comparative study in Muslim Generatuon Resto and K-broo True Family Karaoke Syariah Sidoarjo) This research is based on a problem How to implement the Sharia-based restaurant-karaoke business concept offered at Resto Generasi Muslim Sumenep and K-Broo True Family Karaoke Syariah Sidoarjo.

STRUCTURE OF RESTO

⁶ Agustinus Dedy Handrimurtjahjo, "Peran *Strategic Entrepreneurship* dalam Membangun *Sustainable Competitive Advantage*", *Jurnal Binus Business Review*, Vol.5, No. 2 (2014), 438.



Research Method

The type of research used in this research is qualitative research with a phenomenological approach, namely research that places greater emphasis on the subjectivity of human life experience, meaning that the focus of this research is focused on the concept of a phenomenon and the form of study is used to see and understand the meaning of it. An individual experience related to a particular phenomenon.⁷ This research was carried out at Resto Generasi Muslim which is located at Jalan Trunojoyo, Gedungan - Sumenep and K-Broo True Family Karaoke Syariah which is located at Jalan Kahuripan Nirwana Ruko Mora Grof No. 1 Sidoarjo. The data source is a priority and very important. The data source is the subject from which the data can be obtained. In this research, the data sources are divided into two parts those are primary data and secondary data. Researchers will conduct interviews with the parties concerned regarding the problems in this research. Interviews were carried out structurally, namely by preparing research instruments in the form of written questions, as well as conducting unstructured interviews⁷

The data analysis technique in this research uses phenomenological data analysis techniques from Creswell, in his book entitled *Qualitative Inquiry and Research Design; Choosing Among Five Traditions*, Creswell put forward data analysis techniques for phenomenological research⁸

⁷ M. Djunaidi Ghony dan Fauzan Almanshur, *Metodologi Penelitian Kualitatif* (Jogjakarta: Ar- Ruzz Media, 2012), 58.

⁸ Ulber Silalahi, *Metode Penelitian Sosial* (Bandung: Refika Aditams, 2010),312

Results

Geslim Resto is a restaurant that has an Islamic concept karaoke room, located in Sumenep, Madura Island, Geslim Resto itself was initially built and prepared only for the needs of tourists who would visit the land of Sumekar in a spectacular event of Sumenep Regency called *Visit Sumenep* in 2018. Visit Sumenep is a flagship program of the Sumenep government that presents the beauty of tourism and culture and the culinary richness of Sumenep Madura. Therefore, Nanang Wahyudi as the owner of Geslim Resto who is a native of the Sepudi Islands, one of the islands in Sumenep, was moved to participate in the local government program.

The Islamic or Sharia-based karaoke restaurant business became the most suitable choice that was not only following Kyai Kholil's direction but could also realize the owner's desire to continue to respect and maintain local wisdom in the Sumenep area. On March 1, 2018, Geslim Resto was opened to the public and was officially opened by the Regent of Sumenep, KH. A. Busyro Karim. The karaoke room is designed transparently to respect and prevent unwanted things at the Geslim. All female employees are required to dress like a Muslim woman who covers her body by wearing a hijab and the dress covers all of her body. Geslim Resto is a restaurant that has Islamic karaoke facilities consisting of nine karaoke rooms with four types of room levels, namely VVIP, VIP, Medium, and Small, an indoor playground is the best solution to be used as a family entertainment place, distro, music club, and a prayer room for ease of maintaining prayer times.

The Vision and Mission of the Muslim Generation Resto Sumenep is to Move and improve the economy of the Sumenep region and Change the mindset of Sumenep residents to karaoke places. The Mission of the Muslim Generation Resto is to Create a safe entertainment venue for all groups to visit and Empower the local people of the islands

Muslim Generation Restaurant Regulations Sumenep

A few rules are made and must be obeyed by every visitor who comes. The firmness of the Sharia concept in Geslim Resto is proven by all of the regulations, even the visitor or the employee. These regulations are displayed in front of the entrance to the restaurant and every karaoke room. The rules in Geslim Resto are as follows:

- a) Visitors are prohibited from bringing food or drinks from outside, if they bring it, they will be fined 50% of the price of the goods.
- b) Visitors must maintain the cleanliness of Geslim Resto.
- c) Visitors are prohibited from bringing weapons, firearms, illegal drugs, alcoholic beverages, pets and other things that can be dangerous in the Geslim Resto area.
- d) Students are not allowed to wear school uniforms when entering the Geslim Resto area during school hours.
- e) Women are prohibited from entering the karaoke room if they wear mini dress
- f) Visitors are strictly prohibited from turning off the lights when in the karaoke room.
- g) Visitors are strictly prohibited from committing immoral acts and disturbing the comfort of other visitors.
- h) Visitors are prohibited from damaging property in the Geslim Resto room.
- i) Visitors are prohibited from damaging the facilities and infrastructure of Geslim Resto.
- j) Parents who bring toddlers when they are in the children's play area, please supervise them because it is beyond the responsibility of Geslim Resto management.
- k) Visitors are required to look after their belongings because management is not responsible for the loss or damage of visitors' belongings.

K-Broo True Family Karaoke Syariah is a branch of X2 Family Karaoke which is also in the Sidoarjo located at the Taman Pinang Indah shophouse, Jl. Raya Taman Pinang Indah, West

Kwadengan, Lemahputro. Meanwhile, K-Broo True Family Karaoke Syariah itself is located on Jalan Kahuripan Nirwana, Ruko Mora Grof No. 1 Sidoarjo, Entalsewu, Sidoarjo District, Sidoarjo Regency, East Java. K-Broo True Family Karaoke Syariah was founded on March 8 2015 with various obstacles that had to be faced because since its inception K-Broo received strong criticism from the local community, most of whom were victims of the Lapindo mud tragedy.

Kahuripan itself is housing provided by the government to people affected by the last Lapindo mudflow incident. K-Broo True Family Karaoke Syariah was demonstrated by the local community due to concerns that it could harm young people around the karaoke location. This conflict stems from the stigma of society which still views karaoke as a negative place filled with immorality, drinking, free sex, and so on. However, after negotiating several times between the karaoke party and the local community, Finally, an agreement was written that the karaoke called K-Broo True Family must be Sharia-based.

From that agreement, Sharia karaoke was formed in which it was prohibited to provide alcohol, Lady Escorts, and actions that are prohibited in Islam (acts that lead to immorality). K-Broo applies the Sharia-based concept which requires all female employees to wear the hijab and dress that covers all of the whole body. These regulations are made by management and the local community directly to monitor the activities in that place. K-Broo True Family Karaoke Syariah is a karaoke that has received official permission to establish and operate a karaoke business in the Sidoarjo area. According to Mr. Jimi's confession as supervisor, he said that K-Broo was the last karaoke that could get permission from the Sidoarjo government.140

K-Broo True Family Karaoke Syariah's opening hours is 10 am until 01.30 am. This karaoke has 3 floors with 25 karaoke rooms, and their a prayer room, one ablution area, and 3 toilets on each floors. K-Broo provides 30 employees with friendly, polite and agile service.

K-Broo is not only a karaoke place but also a karaoke restaurant. The visitors not only sing but also eat the good food there. They guaranteed that all of the food and drink are halal because all menus must meet halal standards according to sharia, that is, no food or drink is prohibited by sharia (has the status of haram food or drink). K-Broo True Family Karaoke Syariah Sidoarjo regulations. Rules that must be obeyed by visitors or guests. This regulation reads as follows:

- a) It is prohibited to bring food and drinks from outside.
- b) It is prohibited to bring and consume alcohol and drugs within the K-Broo True Family Karaoke Theater and Resto Syariah environment.
- c) It is prohibited to wear school uniforms and dress inappropriately.
- d) Committing immoral acts within the K-Broo True Family Karaoke Theater and Resto Syariah environment is prohibited.
- e) It is prohibited to carry firearms, sharp weapons and prohibited items.
- f) Do not damage property and equipment at K-Broo True Family Karaoke Theater and Resto Syariah.
- g) Implementation of Sharia Concepts in the Muslim Generation Restaurant Sumenep and K-Broo True Family Karaoke Syariah Sidoarjo

There are three dimensions, namely the incremental dimension, re-design, and the innovation system implemented at Resto Generasi Muslim Sumenep and K-Broo True Family Karaoke Syariah Sidoarjo.

1. Incremental

At the Muslim Generation restaurant, progressive changes have not been made when it comes to existing products. However, currently, there is more focus on progressive changes in terms of service. Customers are given the convenience of obtaining service satisfaction in the products offered, namely by making improvements to the best quality sound system and always upgrading existing songs because of these two elements. This is an important part that has high competitive value in the business scope operating in the karaoke sector. Meanwhile, in K-Broo True Family Karaoke Syariah, progressive

improvements made include :

Changing sharia services in the conventional karaoke concept that was previously implemented. K-Broo Karaoke does this by adding and removing several new products, facilities or concepts that are suitable to support the transformation from conventional karaoke to karaoke that has added value, namely sharia-based karaoke.

Making improvements to the product by upgrading songs and upgrading the system, namely a new system that makes it easier to choose songs and start karaoke.

2. Re-design

According to the supervisor at Resto Generasi Muslim regarding the redesign of the karaoke product, he said there was, but this was only communicated within management and was a management secret. Different from K-Broo True Family Karaoke Syariah, K-Broo management said that it would not be consistent with existing products. In that sense, K-Broo True Family Karaoke Syariah will make changes although currently, it is more about developing than doing redesign. They reasoned that with the current economic conditions in Indonesia, management did not dare to carry out risky innovations.

3. Innovation Synthesis

The form of implementation of the innovation system carried out by Geslim Resto and K-Broo True Family Karaoke Syariah is as follows:

Relationships with Customers (Customer Relationships)

There are several things that the management of Geslim Resto and K-Broo True Family Karaoke Syariah do in establishing relationships with customers, namely:

Fulfill Consumer Demand

Geslim Resto and K-Broo True Family Karaoke Syariah always try to meet consumer demand, especially demand for karaoke products. At Geslim Resto, requests that are often made by customers are usually regarding vouchers for free singing in the karaoke room 144 and changes to the food and drink menu 145, as well as other supporting facilities available for visitors who come. Meanwhile, at K-Broo True Family Karaoke Syariah, the requests that are often submitted by customers are usually regarding upgrading songs, namely adding and reducing the list of songs available in karaoke rooms, as well as improving the karaoke sound system. The consumer's request is a form of suggestion as a form of their complaint regarding the existing service in the hope that there will be improvements in the progress and sustainability of the Sharia-based restaurant-karaoke business in the future.

Service Response Speed

The speed of service provided by Geslim Resto and K-Broo True Family Karaoke Syariah is based on information obtained from management or several customers. These two karaoke places have different standards of speed and response, but are quite good, namely when confirming an order. carried out by customers, checking the availability of ordered karaoke rooms, food and drinks, up to the stage of serving orders. This is due to several supporting factors, including a) the number of existing employees; b) the sensitivity of employees in serving; and c) employees' understanding of their respective job descriptions, so that services can be provided optimally.

Company Structure and Internal

Organizational Structure

The organizational structure of the Muslim Generation restaurant and K-Broo True Family Karaoke Syariah is not much different from the organizational structure of karaoke restaurants in general, there are managers, supervisors, receptionists who also act as cashiers, chefs, baristas, and waiters who serve customers. As in the description of the organizational structure of the Muslim Generation restaurant in Sumenep and K-Broo True Family Karaoke Syariah Sidoarjo above.

According to the management (managers and supervisors) as a whole, since its inception until now, both organizational structures have not carried out significant structural rejuvenation, but in terms of

functional aspects, positions have been carried out because it is the same as companies (business organizations) in general, namely there will always be something called turnover.

Business Sustainability Strategy

Resto Generasi Muslim Sumenep and K-Broo True Family Karaoke Syariah Sidoarjo have different ways of running their businesses to survive with their Sharia concept.

Resto Generasi Muslim (Geslim)

Resto Geslim, in addition to focusing on existing services, another strategy that the management does is to provide voucher promos for customers, including 1 hour of karaoke can get 1 voucher, with the provision that if 5 vouchers are collected, they can be exchanged for 1 hour of free karaoke.¹⁴⁷ This promo strategy is carried out by the management every month with promos that are always varied (changing).¹⁴⁸ This is done to attract customers without making customers feel bored with the promos presented by Geslim resto.

b) K-Broo True Family Karoke Syariah

K-Broo True Family Karaoke Syariah has its standards for every service provided, quality is number one. Quality measurement at K-Broo True Family Karaoke Syariah can be seen from the selection of the karaoke room level ordered by the customer, because the higher the level and price of a product chosen will certainly also have an impact on the services and facilities that will be provided.

The strategy used is almost the same as the Geslim restaurant, namely a promo strategy, including: a) voucher promo, with the provision of using a karaoke room for 2 hours paid regularly (not a promo price or package) can get a free singing voucher that can be used the next day; b) package promo, namely food and drink package with 2 hours of karaoke; c) price discount promo for karaoke rooms which is carried out every day based on certain hours. So during quiet hours, the price is given as cheaply as possible with the reason to attract as many customers as possible, but on the contrary, during busy hours the price will automatically be increased.¹⁴⁹

Establishing Cooperation with Stakeholders.

The cooperation carried out by the Generasi Muslim Sumenep restaurant in the supervisor's statement, that for cooperation with stakeholders from the government is with the Regional Government. Meanwhile, with the Tourism Office itself, it is specifically acknowledged that there has been no cooperation agreement made, but for cooperation with the private sector there are quite a lot, including hotels, restaurants,

ylang song community, and several motorcycle and car communities that have signed contracts with Geslim Resto. Likewise at K-Broo True Family Karaoke Syariah, the management has established cooperation with the Sidoarjo entertainment venue association as a means of conveying ideas and a form of K-Broo True Family Karaoke Syariah's role in tourism in the Sidoarjo area. In addition, there is also cooperation with several hotels in the form of exchanging vouchers or discount vouchers.¹⁵¹

Thus, both the Muslim Generation of Sumenep and K-Broo True Family Karaoke Syariah Sidoarjo must continue to pay attention to good relations with these interested parties, both government and private parties.

Karaoke Product Marketing Strategy

In terms of marketing like businesses in general, the first thing that must be done in marketing sharia karaoke products, both at Geslim Resto and K-Broo True Family Karaoke, is to conduct a survey first to provide product packaging different and best karaoke so that it can compete with other competitors. In addition, Geslim restaurant management also utilizes social media in marketing its products, especially for sharia karaoke products which create a different atmosphere from other restaurants. The social media they use to promote include social media such as Facebook (FB), Instagram, and also WhatsApp.

At K-Broo True Family Karaoke Syariah, marketing strategies are also carried out even though they still tend to use classic marketing methods, namely using word of mouth by providing services that always maintain quality and always prioritize honesty regarding the information available regarding the available karaoke packages. Meanwhile, the development of technology itself is applied more to the payment service system used, including: a) OVO, which is a smart application that provides online payment and transaction services (OVO Cash); and b) edition machines, namely payment using a credit card swipe machine.

Customer Complaints

Resto Generasi Muslim or K-Broo True Family Karaoke Syariah, both have certain ways of dealing with various complaints from customers. As based on the conclusion of information obtained from several informants (customers)¹⁵⁵ and other informants from the management at the Generasi Muslim restaurant it is rare to find customers who complain about the services provided.¹⁵⁶ However, if some obstacles cannot be avoided, then what the management (supervisor) does is find out the problematic service, conduct internal deliberations and evaluations, and then find the right solution according to the complaints that occur.

Meanwhile, at K-Broo True Family Karaoke Syariah itself, it is acknowledged that complaints from customers are experienced and even common in the scope of K-Broo Karaoke, such as miscommunication or disturbing actions from several customers who disturb the comfort of other customers. The actions taken by the management are almost the same as the Geslim restaurant, namely finding out in detail what the actual obstacles are that make customers complain, then reviewing whether it is indeed from the wrong service or external factors that cannot be controlled. Then, the management approach is carried out through good communication in a different way to overcome it, namely asking for advice from customers/visitors who come. Previously, the management of K-Broo True Family Karaoke Syariah provided a questionnaire that had to be filled out at the reception, but for some specific reasons, the questionnaire method was no longer used.¹⁵⁸ So, currently K-Broo True Family Karaoke Syariah is more on personal interaction techniques, namely asking customers directly about the service, shortcomings, and things that need to be improved.

Analysis of Sharia Concepts in the Sumenep Muslim Generation Restaurant

Muslim Generation Resto is a dining place with karaoke rooms that conceptualizes its business using the Sharia concept, a concept that is identified with the understanding of Islamic law. Sharia is defined as a part of religious teachings in community activities and interactions to achieve happiness in life. Therefore, as a business entity that carries out its business based on Sharia, the management of Geslim Restaurant is committed to operating and developing halal products. As a form of service commitment to customers, Generasi Muslim Resto has developed several main principles in service (services). These principles are absolute criteria that must be met. Manifested in all aspects of Generasi Muslim Resto products and services, namely as in the Sharia conception.

Tabel 1 The Design of GESLIM Resto

No	Column 1	Column 2
1	Product	- Eevery room has clear glass - The F&B Halal only - There is a prayer room with the prayer stuff
2	Service	- All of the woman staff wear hijab

		- There are books with the rules of how to wear good clothes for woman
		- There is no alcohol
3	Management	- There is a Syaria Council on structure
		- There is always a schedule of "sholawatan" together with all crews

The application of the concept of sharia in the Muslim Generation restaurant can represent the role of the concept of sharia in the context of ad-Din (religion) and the context of ash-Syariah (norms/regulations). As explained, in general sharia covers all regulations related to aqidah (belief) and all aspects related to amaliyah patterns or patterns of human relationships in everyday life. The Sharia concept applied by the Geslim restaurant, as above, is included in the business characteristic standards which are said to be Sharia in general.

K-Broo True Family Karaoke Syariah can be said to be the pioneer of Sharia-based karaoke in the Sidoarjo area. As one of the areas included in the Pintukertosusilo area, Sidoarjo is a fertile growing area for various industries including the karaoke entertainment industry, this is because Sidoarjo is an area that is very close to the capital of East Java province, namely the city of Surabaya. In general, the sharia concept applied by K-Broo True Family Karaoke Syariah Sidoarjo is as follows in the table below :

Table 2 The Design of K-broo karaoke pool

No	Column 1	Column 2
1	Product	- Every room has clear glass - The F&B Halal only - There is a prayer room with the prayer stuff
2	Service	- All of the woman staff wear hijab - Visitors who wear mini-dresses are required to cover them with a long cloth (sarong) - There is no alcohol
3	Management	- All the crew resto must be Muslim - All the crew have to wear Muslim Wears

The Sharia concept that has been implemented in K-Broo True Family Karaoke Syariah is based

on the table above, although it is not yet ideal enough to be categorized as a Sharia-based business, there are already elements in the product, service and management aspects that can represent the role of the concept. Sharia both in the context of religion or norms in the Islamic religion. In line with Jimi's confession as a supervisor, K-Broo True Family Karaoke cannot yet be said to be absolutely (100%) Sharia-based karaoke but has led to the Sharia concept. This can be seen from three aspects of business conception that fulfil sharia elements in its implementation, including products, services and management.

Discussion

1. Analysis of the Sharia Concept at the Muslim Generation Restaurant, Sumenep.

Resto Generasi Muslim is a restaurant with karaoke facilities that conceptualize its business with the concept of sharia, a concept that is identified with the understanding of Islamic law. Sharia is interpreted as a part of religious teachings in community activities and relationships to achieve happiness in life. Therefore, as a business entity that runs its business based on Sharia, the management of the Geslim restaurant is committed to operate and developing halal products. Through attractive services, a good place with a comfortable halal lifestyle that can be enjoyed This commitment is expected to be able to change long-term profitability and equity for all generations because both the owner and the management of the restaurant strive to comply with Islamic principles.

As a form of service commitment to customers, Generasi Muslim Resto has compiled several main principles in services. These principles are absolute criteria that must be manifested in all aspects of the products and services of the Muslim Generation restaurant.

The application of the Sharia concept in the Muslim Generation restaurant can represent the role of the Sharia concept in the context of ad-Din (religion) and the context of asy-Syariah (norms/regulations). As explained, in general, sharia encompasses all regulations related to aqidah (belief) and all aspects related to the aliyah pattern or pattern of human relationships in everyday life.

The sharia concept applied by the Geslim restaurant is included in the standard characteristics of business that is generally said to be sharia, namely related to:

a. Business Principles: Always Based on Spiritual Values

Spirit values are the awareness of every human being of their existence as a creation of Allah SWT which is implemented in the form of obedience. Three basic aspects of spiritual values must be realized in Sharia business, namely in the aspects: 1) Concept; 2) The system that is implemented; and 3) Human Resources. Therefore, Islamic aqidah becomes the basis or basic principle that refers to every decision-making in managing the Generasi Muslim restaurant. The concept of products and services offered to customers by the management system at the Generasi Muslim restaurant attempted to refer to Islamic aqidah and Islamic law. Which always reflects spiritual values, namely every Muslim act contains the value of worship. In a statement delivered by owner¹⁵⁹ and supported by a story from Al-Faresi as the supervisor, that when the Geslim restaurant was still in design, the owner met with several kya to ask for advice regarding the establishment of the restaurant-karaoke business, then it was allowed with several provisions that must be obeyed, namely maintaining Islamic values by preventing all kinds of actions that lead to evil. Thus, it is clear that there are differences in the basic aspects of business between the Muslim Generation restaurant which has implemented a Sharia-based business and karaoke restaurants in general which only have the basic principles of secularism (materialistic values).

b. Legal Status of Business Resources: Halal

In a business or enterprise, it cannot be separated from what are called resources or production factors to produce goods and services, including human resources, capital, and physical resources. Likewise in sharia-based businesses, the difference is that all production factors or resources in sharia-

based businesses are not allowed to be involved in any form of activity that contains elements of haram. Therefore, the Muslim Generation restaurant related to:

1) Human Resources

Human resources (HR) in the Geslim restaurant try to avoid things prohibited by Islamic law while maintaining the recommended things. Such as regarding clothing, all female employees are required to wear the hijab¹⁶² and cover their aura.¹⁶³ This indicates that the leadership wants employees to be disciplined and respect Islamic principles. In addition, the existence of the Sharia Supervisory Board (DPS) in the organizational structure is also expected to strengthen the supervision of halal and haram laws in every activity in the Geslim restaurant. Although the existence of the Sharia Supervisory Board (DPS) is still questionable in the existing structure ¹⁶⁴, the origin of this is because the identity of the DPS remains confidential.¹⁶⁵

2) Capital Resources

Regarding the capital factor used by the Geslim restaurant for the sustainability of production, it is obtained from the profits/earnings that are produced by Geslim's restaurant, karaoke, and distro, namely the revolving of profits into capital again. There is no mixing of capital from other businesses (non-sharia-based businesses) whose income is not halal, so there is little possibility of mixing capital from assets that are the result of non-halal businesses.

3) Physical Resources (Products and Services)

Physical resources can be seen from the products offered, namely on the list of restaurant menus and karaoke services available must have a clear status and be guaranteed halal. Thus, sharia-based business actors are required to know correctly the facts (tihil month) regarding business practices that are permitted and prohibited in the realm of Islam. In addition, they must also understand the basics of the texts that are used as laws (tihil hukm).

c. Motivation and Orientation: World-Hereafter

The motivation is world-hereafter with the expected orientation of not only getting profit, benefit, growth, and sustainability in the business but also expecting blessings from Allah SWT. One of them can be observed in the aspect of business management at Resto Geslim where the management sets aside 2.5% of the total net income of the restaurant, karaoke, and distro for the Geslim program. Therefore, the consistent action in issuing business zakat carried out by the management of the Geslim restaurant is one of the signs of gratitude for all the blessings of Allah which is none other than to obtain blessings from Him. So, the term barakah cost is what distinguishes the management orientation of someone who has an Islamic entrepreneur soul from an entrepreneur who does not have an Islamic soul. Their business motivation is not only concerned with the worldly (material) but the world and the hereafter, namely happiness in the world until the end of the world.

2. Analysis of the Implementation of the Sharia-Based Karaoke Restaurant Business Concept at K-Broo True Family Karaoke Syariah Sidoarjo

The sharia concept that has been applied at K-Broo True Family Karaoke Syariah, although not yet said to be ideal enough to be categorised as a sharia-based business, there are already elements in the aspects of products, services, and management that can represent the role of the sharia concept both in the context of religion and norms in Islam. In line with Jimi's confession as a supervisor K-Broo True Family Karaoke still cannot be said to be an absolute Sharia-based karaoke (100%) but it is already heading towards the Sharia concept. This can be seen from three aspects of the business concept that have fulfilled the elements of sharia in their implementation, including products, services, and management.

As it needs to be known, not all those engaged in the karaoke entertainment business are always identified with a glittering business with all the negative issues, such as the assumption that karaoke

places are only negative facilities that contain elements of prostitution, free sex, alcoholic beverages, and even drugs (illegal drugs). Many business people in Indonesia have begun to uphold the noble values of customs and religious norms in operating their businesses. Therefore, in response to the negative image effect, the management of K-Broo True Family Karaoke metamorphosed its business into K-Broo True Family Karaoke with a Sharia concept. The sharia concept applied has several characteristics of a sharia business in general, namely in the following aspects:

a. Basic Principles or Principles of Business

The basic principles or principles that are the reference for every decision-making in the management of K-Broo True Family Karaoke Syariah regarding products, services, or management, although according to the management's confession, karaoke is still at the stage of moving towards sharia (not fully by sharia), but it appears that the basic principles they have are not secularism (prioritising materialistic values alone). They still care about creating a karaoke place that is safe from negative things such as the perception of Indonesian society in general. There are transcendental values (spiritual) that are realized by the management of K-Broo True Family Karaoke Syariah, including:

1) The concept that is applied, such as the unavailability of alcoholic beverages¹⁶⁷; the existence of written regulations prohibiting immoral acts¹⁶⁸; and the provision of prayer room facilities (mushollah) in the middle of the karaoke rooms¹⁶⁹.

2) Human resources (HR), that all employees at K-Broo Karaoke are Muslim and for female employees it is mandatory to wear the hijab.¹⁰Therefore, the above has shown that there is an element of worship in the business being run, namely implementing things that are ordered in the Islamic religion. Indirectly, it means that there are spiritual values applied at K-Broo True Family Karaoke Syariah Sidoarjo. This is different from karaoke in general which does not care at all about Islamic sharia concepts because its target is profit.

a. Legal Status of Resources

Understanding Islamic Sharia law is one of the important characteristics that must be possessed by management who adhere to Sharia-based businesses. Determining halal and haram status is a determining factor in production to produce goods and services that are worthy of being traded. Business capital to resources in the form of products or services that will be offered to customers must be ensured to have halal status (allowed in Islamic law).

b. Physical Resources (Products and Services)

Products that are closely related and vulnerable to halal and haram status are in the food and beverage product category. The list of food and beverages available at K-Broo True Family Karaoke Syariah does not provide food or beverages that are prohibited by Islamic law. Intoxicating beverages that have the status of haram drinks are not available at K-Broo karaoke places, So, all products that are physical resources in K-Broo karaoke must be categorized as halal products and if necessary must have halal certification. This is because anything that has haram elements is prohibited in Islam to be traded (bought and sold).

c. Capital Resources

As is known in the profile, K-Broo True Family Karaoke Syariah is the only branch of X2 that is based on Sharia, while X2 Karaoke and its other branches are still consistent with the conventional

⁹ Norma (*Receptionist* K-Broo True Family Karaoke Syariah), *Wawancara*, Sidoarjo, 09 Oktober 2019.

¹⁰ Jimi (*Supervisor* K-Broo True Family Karaoke Syariah), *Wawancara*, Sidoarjo, 09 Oktober 2019

concept (do not adhere to Sharia principles).¹¹ Thus, if it is related to capital, it is undeniable that there is a mixture of capital between K-Broo and X2 Karaoke, where the capital for the formation or establishment of K-Broo True Family Karaoke Syariah comes from karaoke that is not based on sharia. So that it will give rise to the perception of a mixture of capital obtained in a halal manner with capital whose halal status is questionable. Meanwhile, in building a Sharia-based business, the halal status of capital is the first stage that must be ensured, because this will have an impact on the legal status of the products to be produced.

Analysis of the Implementation of Sustainable Innovation Dimensions at Resto Generasi Muslim Sumenep and K-Broo True Family Karaoke Syariah Sidoarjo

Sustainable innovation is not only about a new concept but more than that, namely a new concept in the fields of technology, products and services, and entrepreneurship. Sustainable Innovation is an innovation process that considers sustainability (environmental, social, financial) which is integrated into the business organization system in the form of ideas developed through research, development and also commercialization.

Sustainable innovation has several levels or dimensions, including incremental, re-design, innovation function, and innovation system.¹² However, this study can only analyze three of the four dimensions of sustainable innovation because only three dimensions can be applied in a karaoke business, namely the incremental dimension, re-design, and innovation system. Meanwhile, the innovation function dimension is only intended for companies engaged in the manufacturing business.

1) Incremental

Incremental or product changes are innovations carried out through progressive improvements to existing products. This change refers more to changes that focus on the value proposition, namely a unity in the form of advantages or benefits offered to customers. The value proposition is the same as other existing market offerings, but the features or attributes are different.

At the Muslim Generation restaurant in Sumenep and K-Broo True Family Karaoke Syariah Sidoarjo, the form of value proposition provided by both is not only in the form of economic value and social value, it will but there are religious and moral values in offering products (resto-karaoke) and services (services).

At the Muslim Generation restaurant, progressive changes have not been made when it comes to existing products. However, currently, there is more focus on progressive changes in terms of service. Customers are given the convenience of obtaining service satisfaction in the products offered, namely by making improvements to the best quality sound system and always upgrading the existing songs because these two elements are important parts that have high competitive value in the scope of businesses operating in the karaoke field.¹³

2) Re-Design

Re-design is a redesign concept that is carried out on a product without changing the product, this can be with components made from different materials or adding something new to certain parts, then redesigning it until it is the same as the previous product. Business sustainability in the karaoke entertainment sector even requires a re-design of existing products to meet customer needs and increase business value. According to the supervisor at Resto Generasi Muslim regarding the redesign

¹¹ Jimi (*Supervisor K-Broo True Family Karaoke Syariah*), *Wawancara*, Sidoarjo, 09 Oktober 2019

¹² A. Stevels, "Moving Companies Towards Sustainability Through Eco-design: Conditions for Success", *The Journal of Sustainable Product Design*, The Centre for Sustainable Design, Issue 3 (Oktober, 1997), 48.

¹³ Jimi (*Supervisor K-Broo True Family Karaoke Syariah*), *Wawancara*, Sidoarjo, 09 Oktober 2019

of the karaoke product, he said there was, but this was only communicated within management and was a management secret. In contrast to K-Broo True Family Karaoke Syariah, K-Broo management said that it would not be consistent with existing products. In that sense, K-Broo True Family Karaoke Syariah will make changes, although currently, it is more about development than re-designing. They reasoned that with the current economic conditions in Indonesia, so the party management does not dare to carry out risky innovations.¹⁴

3) Innovation System

System innovation is a change that occurs in the company's infrastructure and a change in the approach to the company's relationship with customers, where the company has the same type of service but the way it provides the service is different. Geslim Resto and K-Broo True Family Karaoke Syariah are companies that provide services (Karaoke rooms) to consumers. Even though their business specializations are different, both are almost the same in providing karaoke and restaurant products (food and drink) with various services and facilities offered.

There are several things that the management of Geslim Resto and K-Broo True Family Karaoke Syariah do in establishing relationships with customers, namely:

4) Fulfill Consumer Demand

Geslim Resto and K-Broo True Family Karaoke Syariah always try to meet consumer demand, especially demand for karaoke products. At Geslim Resto, requests that are often made by customers are usually regarding vouchers for free singing in the karaoke room¹⁵ and changes to the food and drink menu¹⁶, as well as other supporting facilities available for visitors who come. Meanwhile, at K-Broo True Family Karaoke Syariah, requests that are often submitted by customers are usually regarding song upgrades, namely additions and deletions to the song list. Available in karaoke rooms, as well as sound system repairs karaoke.

The consumer's request is a form of suggestion as a form of their complaint regarding the existing service in the hope that there will be improvements in the progress and sustainability of the Sharia-based restaurant-karaoke business in the future.

5) Service Response Speed

The speed of service provided by Geslim Resto and K-Broo True Family Karaoke Syariah is based on information obtained from management or several customers. These two karaoke places have different standards of speed and response, but are quite good, namely when confirming an order. Carried out by customers, checking the availability of ordered karaoke rooms, food and drinks, up to the stage of serving orders. This is due to several supporting factors, including a) the number of existing employees; b) the sensitivity of employees in serving; and c) employees' understanding of their respective job descriptions, so that services can

6) be provided optimally.

Resto Generasi Muslim Sumenep and K-Broo True Family Karaoke Syariah Sidoarjo have different ways of running their business to stay afloat with their Sharia concept.

Muslim Generation Restaurant (Geslim)

Resto Geslim apart from focusing on existing services, another strategy implemented by the management is to provide voucher promos for customers, including 1 hour of karaoke gets 1 voucher, provided that if 5 vouchers are collected they can be exchanged for 1 hour of free karaoke. Promo

¹⁴ Afif (*Waiter Geslim Resto*), *Wawancara*, Sumenep, 07 Oktober 2019

¹⁵ Falaq Al-Faresi (*Supervisor Geslim Resto*), *Wawancara*, Sumenep, 02 Oktober 2019

¹⁶ Jimi (*Supervisor K-Broo True Family Karaoke Syariah*), *Wawancara*, Sidoarjo, 09 Oktober 2019

strategy like this is done by the management every month with promos that always vary (change).¹⁷This is done to attract customers without making customers feel bored with the promos presented by Geslim restaurant.

K-Broo True Family Karoke Syariah

K-Broo True Family Karaoke Syariah has its standards for every service provided, quality is number one. Quality measurements at K-Broo True Family Karaoke Syariah can be seen from the choice of karaoke room level ordered by the customer, because the higher the level and price of a product chosen will of course also have an impact on the service and facilities that will be provided.

The strategy used is almost the same as the Geslim restaurant, namely the promo strategy, including a) voucher promo, with the condition that you use the karaoke room for 2 hours paid regularly (not a promo price or package) and get a free singing voucher that can be used the next day; b) package promo, namely food and drink package with 2 hours of karaoke; c) promotional price discounts for karaoke rooms. Which is carried out every day based on certain hours. So, during quiet hours, prices are as cheap as possible for the reason of attracting as many customers as possible, but on the other hand, during busy hours, prices will automatically be increased.

Analysis of Business Development Strategies in Generasi Mulsmim Resto Sumenep and K-Broo True Family Karaoke Syariah

The goal of a business is to make a profit, so in developing a business an entrepreneur must be able to analyze and calculate that the business will make a profit. Muslim Generation Resto and K-Broo True Karaoke Family Karaoke Syariah, which is a business sector, is also implementing a development strategy for its business with the hope of turning a business that was originally small scale into medium scale and even a large business in the future.

Muslim Generation Resto is a business that is still categorized as new in the Sumenep area, the restaurant management has taken initial steps to develop its business with an innovation strategy. An innovation strategy is a strategy to obtain premium margins related to the creation and customer acceptance of new products or services. As with various innovations it has been implemented in the Muslim Generation restaurant in the previous discussion of the dimensions of sustainable innovation.

The business development strategies currently implemented at K-Broo True Karaoke Family Karaoke Syariah include:

Innovation Strategy, like the business development strategy implemented and discussed in the previous analysis of sustainable innovation at K-Broo True Karaoke Family Karaoke Syariah;

Product Development Strategy, namely a strategy carried out to improve or develop existing products, because instead of redesigning it is better to develop existing products.

However, the results achieved from implementing the business development strategy at K-Broo True Karaoke Family Karaoke Syariah Sidoarjo are currently still said to be at a sustainable level, not at a developing or advanced business level.

Conclusion

Based on the results of comparative research conducted regarding the application of sustainable innovation as a strategy for developing a Sharia-based restaurant-karaoke business at Resto Generasi Muslim Sumenep and K-Broo True Family Karaoke Syariah Sidoarjo, several conclusions can be drawn as follows:

¹⁷ Al- Qur'an, 09: 71.

1. Analysis of the Application of Sharia Business Concepts

At Resto Generasi Muslim Sumenep the business concept that has been built meets several standards of sharia business characteristics, they apply: 1) Islamic aqidah as the basic principle of business; 2) halal as a business resource status; and 3) the world and the afterlife as motivation and business orientation. Meanwhile, K-Broo True Family Karaoke Syariah Sidoarjo does not yet meet Sharia-based business standards but has led to the Sharia concept with the presence of several elements in product, service and management aspects that have represented the role of the Sharia concept in the context of religious or norms. In the Islamic religion.

2. Analysis of the Application of Sustainable Innovation Dimensions

Sustainable innovation applied: incremental, re-design and system innovation. The application of the sustainable innovation dimension is clearer in the innovation system because these two karaoke businesses operate in the service sector, so service is the most important thing. Services that must continue to be updated and continued so that business can also continue. Meanwhile, the implementation of incremental dimensions and redesign in karaoke packages also exists, but has not been fully implemented in its entirety.

3. Business Development Strategy Analysis

In business development strategy, both apply different strategies. Resto Generasi Muslim Sumenep implements one strategy, namely an innovation strategy, while K-Broo True Karaoke Family Karaoke Syariah implements two development strategies, namely an innovation strategy and a product development strategy, although the results of implementing these strategies have not yet brought both businesses to a business level that is said to be developing, but both of them can still survive with a new concept, namely sharia-based karaoke.

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