

Business Development of Print and Photocopy Services in Providing Welfare for Employees from an Islamic Economic Perspective in Terara Village, East Lombok Regency

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ABSTRACT

This research aims to determine and analyze the development of the print and photocopy services business in providing welfare for employees from an Islamic economic perspective in Terara Village, East Lombok Regency. This research is descriptive qualitative research. Data collection techniques use interviews, observation and documentation. Determining informants in this study used a purposive technique. The technique for checking the validity of the data used by the author in this study was triangulation. Based on the results of the research that has been carried out, it can be seen that the development of the Print and Photo Copy Services Business is not yet optimal because Handal Computer Printing must re-optimize the implementation of the SWOT analysis so that the Handal Computer Printing business can be more comprehensive in knowing the state of the business being run. Then, if you look at the welfare of the employees in this research, they are prosperous in terms of financial and non-financial welfare.

Keywords: Business Development, Employees, Islamic Welfare

1. INTRODUCTION

The printing and photocopying services business is a halal business where the buying and selling system is one of the legal requirements that the seller is able to provide the goods ordered by the consumer because the bidding is still within fair competition. What is haram is that in the bargaining process there are elements of cheating and gragar (deception).). World technological developments are increasingly developing in Indonesia day by day. All activities can be carried out by utilizing technology. One technology that is widely used is a photocopy machine. Before photocopying existed, much of the work involved in duplicating a document or record could only be done manually. The existence of a photocopy means that the work of duplicating documents can be done quickly and easily without having to copy one by one. The sophistication of this photocopy machine creates an attractive business opportunity. However, location is one of the important things in the photocopy business. Generally, the photocopy business is always close to offices, campuses, schools, and places with dense crowds such as highways. Colleges or campuses are the most potential market for this business. College students really need photocopies for duplicating lecture notes, theses and assignments. Therefore, the photocopy business is more likely to be located in college and office areas [1]–[3].

Welfare is one aspect that is quite important for maintaining and fostering social and economic stability, where these conditions are also needed to minimize the occurrence of social jealousy in society. So every individual needs prosperous conditions, both prosperous in material terms and in non-material terms so that can create a harmonious atmosphere in society [4]. Meanwhile, welfare in Islamic economics is overall welfare, namely material and spiritual welfare. The concept of welfare in Islamic economics is not only measured based on economic values but also includes moral, spiritual and social values. So that welfare based on Islam has a concept that deeper.

Indicators of Islamic welfare are the fulfillment of physical needs from halal sustenance, healthy living physically and spiritually, the blessings of the sustenance received, a family that is *sakinah mawaddah* and *wa rahmah*, a feeling of love for what Allah has given him and feeling happy (P3EI, 2008, 1- 13). Thus, prosperity in Islam is not only measured by the fulfillment of material needs but also the fulfillment of spiritual needs called *Maqasyid sharia*, namely *Ad-dien* (Maintaining Religion), *An-Nafs* (Maintaining Intellect), *An-Nasl* (Maintaining Offspring) and *Al-Maal* (Maintaining Assets), [2], [5], [6]. Thus, family welfare can be interpreted as a condition of life that is free from poverty by creating a sense of security, prosperity, security and avoidance of hardship and the fulfillment of basic, social needs and the need for optimal development.

2. LITERATURE REVIEW

2.1 *Understanding Development*

Development is an effort to improve technical, theoretical, conceptual and moral abilities according to needs through education and training. Development is a process of designing learning logically and systematically in order to determine everything that will be implemented in the process of learning activities by paying attention to the potential and competencies of students.

Based on the definition of development that has been described, what is meant by development is a process to make existing potential into something better and more useful, while research and development is a process or steps to develop a product or perfect an existing product into a product that can be used. accountable. Where development itself has a goal, namely, increasing the availability and expanding distribution of various basic living goods, increasing living standards, and expanding economic and social choices for all levels of society. There are several ways to develop techniques, including:

- 1) Expansion of Economic Scale Expansion of economic scale can be done by increasing the scale of production, workforce, technology, distribution systems and business premises. This is done if expanding the business or increasing output will reduce long-term costs, which means the existing business scale is economical (economic of scale). On the other hand, if increasing output results in increasing long-term costs, then it is not a good thing to do. In other words, if the goods and services produced have reached the most efficient point, then expanding the economic scale cannot be done. In other words, if the goods and services produced have reached the most efficient point, then expanding economies of scale cannot be done, because it will increase costs.
- 2) Expanding Business Scope This method can be done by adding new types of business, new products and services, which are produced differently from those currently produced (diversification) and with different technology. For example, the city transportation services business is expanded with a tourist bus service business, the education services business is expanded with a training services business and courses. Thus, the scope of economic business can be defined as a diversification of economic business which is characterized by the total joint production costs in producing two or more types of total products together in

producing two or more types of total products together is smaller than the sum of the production costs of each each product if produced separately. To expand the economic scale or economic scope, if business knowledge and capital are sufficient, entrepreneurs can collaborate with other companies through a partnership system. Maintaining Business Spirit To encourage creative behavior so that entrepreneurs gain profits in the market can be done in the following ways: 1) Educate entrepreneurs about specific company services, about the reasons they provide products and services, about the problems faced by customers, and about what the specific needs and desires of customers are. . 2) Educate entrepreneurs about the values of product improvement and marketing, distribution processes and production improvements to be able to compete. 3) Creating a positive work climate that encourages the creation of new ideas. With a conducive climate, entrepreneurs will be more creative in transforming their ideas. Ideally entrepreneurs are individuals who are responsible in the fields of marketing, technology and finance. They are creators and innovators in other people's companies. 4) Foster enthusiasm for developing business opportunities. As a developing country, Indonesia still lacks entrepreneurship. This can be understood because the condition of education in Indonesia still does not support the development needs of the economic sector. Note that almost all schools are still dominated by the implementation of conventional education and learning, on the one hand, educational institutions and society lack support. entrepreneurial growth. On the other hand, there are many government policies that do not encourage people's work enthusiasm, for example the maximum rice price policy or excessive subsidies that do not educate people's economic behavior. Most of the drivers of change, innovation and progress in a country are entrepreneurs. An entrepreneur is a person who creates a business that is faced with risk and uncertainty with the aim of gaining profit and experiencing growth by identifying opportunities and taking advantage of them for entrepreneurship for everyone who is keen to see these business opportunities. An entrepreneurial career can support the welfare of society and provide a wide choice of goods and services for consumers, both at home and abroad. Even though giant companies attract more public attention and often make headlines, small businesses play no less important role in the social life and economic growth of a country.

2.2 *Development in Islamic Economics Perspective*

In the study of Islamic economics, the issue of economic growth has become the attention of experts in the discourse of classical Islamic economic thought. This discussion departs from the words of Allah SWT. Surah Hud verse 61: "He who created you from the earth and made you prosperous." This means that Allah SWT. making us representatives to prosper the earth. This terminology 'prosperity of the earth' contains an understanding of economic growth. As Ali bin Abi Talib said to a governor in Egypt: "You should pay attention to the prosperity of the earth with greater attention than the orientation of tax collection, because taxes themselves can only be optimized with

prosperity. earth. Whoever collects taxes without paying attention to the prosperity of the earth, that country will be destroyed." Islam defines economic growth as the continuous development of production factors correctly which are able to contribute to human welfare. Thus, according to Islam, economic growth is something that is full of values. An increase experienced by production factors is not considered economic growth if the production includes, for example, goods that are proven to have bad effects and are harmful to humans.

2.3 *Understanding Welfare*

The definition of welfare according to the Indonesian dictionary comes from the word prosperous which has the meaning of safe, secure, prosperous and safe (apart from all kinds of disturbances, difficulties and so on). The word prosperous contains the meaning of the Sanskrit word "catera" which means umbrella. In the context of welfare, "catera" is a prosperous person, namely a person whose life is free from poverty, ignorance, fear or worry so that their life is safe and peaceful, both physically and mentally. Welfare is the goal of Islamic teachings in the economic field. Welfare is part of the rahmatan lil alamin taught by the Islamic religion. However, the prosperity referred to in the Qur'an is not without conditions for obtaining it. Prosperity will be provided by Allah SWT if humans carry out what he commands and stay away from what he prohibits.

2.4 *Understanding SWOT Analysis*

SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) is the systematic identification of various factors to determine company strategy. This analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses. and threats (Threats). SWOT analysis when viewed 30 based on its philosophy.

SWOT analysis is a refinement of thinking from various frameworks and strategic plans that have been applied both on the battlefield and in business. As stated by Sun Tzu, if we know our opponent's strengths and weaknesses, it is usually guaranteed that we will be able to win the battle. Making company decisions requires consideration of internal factors which include strengths and weaknesses as well as external factors which include opportunities and threats. In this case, SWOT analysis is used if the company's strategy makers are able to maximize the role of strength factors and take advantage of opportunities while acting as a tool to minimize existing weaknesses. exist within the organization and suppress threats that arise and must be dealt with appropriately.

3. METHODS

The type of research used by researchers in this research is qualitative research. [7], [8] defines qualitative research as research that intends to understand phenomena about what is experienced by research subjects, for example behavior, perceptions, motivations, actions, etc. holistically and in a descriptive way in the form of words and language. a special natural context and by utilizing various natural methods.

4. RESULT AND DISCUSSION

The development of Reliable Computer Printing in its business is said to be quite developed, this is indicated by its ability to maintain its business until now which can be said to have been a long time, namely approximately 21 years. The survival of the Handal Computer Printing business to date is of course influenced by the strategy of the Handal Computer Printing business in maintaining its business so that it is able to compete amidst economic and cultural developments. Business Development of Print and Photo Copy Services Brings Employee Welfare Seen from an Islamic Economic Perspective. Welfare is a feeling of security, prosperity, peace and safety from all kinds of disturbances, difficulties and so on. Prosperity can also be interpreted as *Falah*, namely success, glory and victory in life. A noble life and prosperity in this world and the hereafter can be realized if the needs of human life are met in a balanced manner which gives an impact called *maslahah*, namely all forms of conditions, both material and non-material, which is able to increase the position of humans as the most noble creatures [4], [9], [10]. The Islamic economic view of overall welfare is based on Islamic religious teachings about life, where it requires the fulfillment of human needs both materially and spiritually which are closely intertwined, striving for a balance between individual and social interests and realizing *maqasid sharia*.

In terms of financial well-being, all informants interviewed by researchers felt the same way, they did not feel deprived at all, they were instead grateful for the salary they received. One informant even said that his salary was enough to meet all his needs. Even though when he worked elsewhere and received a higher salary, he always felt that his high salary was still insufficient to meet his needs. He also considers that working at Handal Computer Printing, even though the salary is less, the results are more rewarding compared to working in other places with higher salaries. In terms of non-financial welfare, all informants can be said to be prosperous. In terms of maintaining religious worship, all informants have carried out obligatory prayers in congregation because they understand that for a man it is obligatory to pray in congregation. Apart from carrying out the obligatory prayers, they are also diligent in carrying out *sunnah* prayers, starting from the *sunnah ba'diyah qobliyah* prayers, *dhuha* prayers, and *tahajud* prayers even though they are still unable to perform *tahajud* prayers regularly. For fasting, apart from the obligatory fasting in the month of Ramadan, the informants also regularly observe the *Sunnah* fast on Mondays and Thursdays, there is even one informant who regularly observes the 92 *Daud* fasts, and another informant who already intends to carry out the *Daud* fasts as well. They do this routinely because they have experienced for themselves the pleasures and benefits they get from fasting and also as a means of worshiping Allah SWT. All the informants interviewed by researchers also regularly pay *zakat*, some pay it through *zakat* institutions, there are also those who distribute it directly to the mosques in each informant's home area. Apart from paying *zakat*, they also regularly give alms or make donations as a means of sharing with people who need it more.

CONCLUSION

Reliable Computer Printing Business has implemented a SWOT analysis using business strategies from both internal and external factors, but the implementation has not been optimal. This can be seen based on the value weights through the Internal Factor Evaluation Matrix (IFE Matrix) and the External Factor Evaluation Matrix (EFE Matrix). Internal factors include Strengths and Weaknesses, where in this internal factor the position of Strengths has a greater value weight when compared to the value weight of Weaknesses. Namely, the internal factors in the Strengths position have a weighted value of (3.75) and Weaknesses of (2.15), while the external factors include Opportunities and Threats with a weighted value of Opportunities of (4.05) and in the Threats position a weighted value of (2.95), So the position of the Handal 94 Computer Printing business can be said to be quite good, because the Strengths and Opportunities positions have a higher value weight when compared to the Threats and Weaknesses value weight.

The development of business ventures and photocopy printing services in terms of prosperity, both financial and non-financial, of course there are quite fundamental differences. In terms of financial well-being, Handal Computer Printing employees on average earn a lower income or salary when compared to salaries at their previous workplace. However, even though it is smaller, Handal Computer Printing employees are still grateful for what they get. Meanwhile, in terms of non-financial welfare, it can be confirmed that employees who have worked at Handal Computer Printing are more prosperous because employees who work at Handal Computer Printing have experienced an increase in terms of their worship, whether in the form of obligatory prayers, sunnah prayers, obligatory fasting, and fasting. sunnah. One of the things that causes the level of worship of Handal Computer Printing employees to increase is because when they work at Handal Computer Printing they will directly or indirectly study Islam more deeply.

SUGGESTION

Based on the conclusions obtained, the author makes the following suggestions:

- 1) Reliable Computer Printing should further optimize the implementation of SWOT analysis.
- 2) Reliable Computer Printing should maintain the excellence of the products produced by improving design skills
- 3) Reliable Computer Printing should continue to follow market developments, so that it can continue to survive in competition.
- 4) Reliable Computer Printing should also take advantage of the development of social media to support product marketing

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