



An Analysis of Culinary Business Development Strategy in an Islamic Economic Perspective

Karina Salsabila^{1*}, Miswan Ansori¹, Zahrotun¹

¹ Universitas Islam Nahdlatul Ulama Jepara, Indonesia

Corresponding Author ✉ arfinanuraini@gmail.com*

ABSTRACT

In this era of globalization, the culinary industry has become a sector that is growing rapidly, both at the local and international levels. Indonesia, with its cultural diversity and abundant culinary riches, is a fertile place for the growth of the culinary business. Among the various factors that influence the success of a culinary business, the right development strategy plays a key role in ensuring business continuity. The culinary sector is also an inseparable part of the lives of Muslim communities, who often follow Islamic economic principles in various aspects of their lives, including business. The principles of Islamic economics, which include justice, togetherness and transparency, can be a valuable guide in designing culinary business development strategies that are sustainable and in line with Islamic values. This study will focus on a culinary company called Idola Snack and Catering which is based in Jepara. Jepara, as one of the cities in Indonesia with a unique cultural and culinary richness, provides an interesting context for studying culinary business development strategies. Using an Islamic economic approach, this research will analyze the development strategies implemented by Idola Snack and Catering, as well as their impact on financial performance, business growth and contribution to the local community. By better understanding how the principles of Islamic economics can be applied in the culinary business, it is hoped that this research can provide valuable insight for culinary industry players, entrepreneurs, academics and observers of Islamic economics in an effort to improve the quality and sustainability of culinary businesses in Indonesia, as well as creating a wider positive impact on society.

Keywords: *Strategy, Culinary Business, Islamic Economics.*

ARTICLE INFO

Article history:

Received
December 20, 2024

Revised
January 29, 2025

Accepted
February 24, 2025

Journal Homepage <https://ojs.staiafurqan.ac.id/IJoASER/>

This is an open access article under the CC BY SA license

<https://creativecommons.org/licenses/by-sa/4.0/>

INTRODUCTION

Indonesia, with a majority Muslim population, has a significant influence on the development of culinary businesses with Islamic nuances¹. One example is Jepara, a city on the north coast of Central Java which is famous for its rich culinary culture. In Jepara, culinary businesses such as Idola Snack and Catering are not only driven by economic factors, but also by strong social and religious values. The existence of

¹ Shyla Shinta Nur Haliza and Mochamad Chobir Sirad, "STRATEGIES FOR DEVELOPING MICRO SMALL AND MEDIUM ENTERPRISES (UMKM) IN AN ISLAMIC ECONOMIC PERSPECTIVE TO INCREASE COMMUNITY ECONOMIC INCOME (CASE STUDY OF THE GETI UD PRIMADONA TULUNGAGUNG COMPANY)," *Journal of Management and Islamic Education* 3, no. 4 (2023): 191-201.

Islamic culinary businesses in Jepara is a reflection of local culture which is rooted in religious values. This can be seen from the food menu offered, such as nasi liwet, soto Kudus, and traditional cakes which are often served at religious events. Apart from that, the Islamic culinary business in Jepara also upholds values such as halal, tayyib, and rahmatan lil 'alamin, which are reflected in the processing of food ingredients, presentation, and service to customers. This combination of culture, economics and religious values creates a unique and sustainable culinary business ecosystem in Jepara. The Islamic culinary business not only provides profits for entrepreneurs, but also provides benefits for the surrounding community in the form of employment opportunities, new business opportunities, and access to halal and quality food. The success of the Islamic culinary business in Jepara shows that by combining religious values and local culture, the culinary business can be a means of improving community welfare and preserving traditions. This can be an inspiration for other regions in Indonesia to develop Islamic culinary businesses that are sustainable and beneficial to society².

The Jepara Snack and Catering Idol in the development of the culinary business from an Islamic economic perspective is very relevant to show how sharia principles can be applied in the food industry. In Islamic economics, the concepts of justice, honesty and sustainability are highly emphasized, and this includes fair and ethical business practices, the use of halal materials, as well as financial management that is transparent and free from usury. Idola Snack and Catering Jepara can be used as an example of how a culinary business can develop by integrating Islamic values, such as contributing to community welfare through job creation, providing quality products that suit the needs of Muslim consumers, and promoting sustainability by minimizing environmental impacts. This case study can also show that businesses based on Islamic economic principles not only comply with sharia law but can also achieve financial success and a good reputation in the eyes of consumers. With more in-depth research, it is hoped that a more comprehensive understanding of culinary business development can be obtained in accordance with Islamic economic principles³.

From an Islamic perspective, Idola Snack and Catering Jepara's strategy in developing the culinary business provides a strong ethical and moral foundation. In the Islamic economic perspective, principles such as justice, balance and social responsibility are emphasized. By implementing these principles, Idola Snack and Catering Jepara can ensure that every aspect of its business, from raw material procurement to product distribution, is carried out in a fair and transparent manner. This not only helps in building trust with customers, but also ensures that the company operates in accordance with the values valued in society. In addition, by complying with sharia principles, this business can attract a wider range of customers, including those who really pay attention to halal and business ethics. Finally, this approach also allows companies to contribute positively to the welfare of local communities, in

² Isnaini Harahap, Zuhrinal M Nawawi, and Eli Sugiarto, "MSME (Micro, Small and Medium Enterprises) Creative Industries in Medan City from an Islamic Economic Perspective," *Scientific Journal of Islamic Economics* 8, no. 02 (2022): 1991–1997, <http://dx.doi.org/10.29040/jiei.v8i2.5796>.

³ Hilma Yuniar, Widya Ningrum, and Deden Gandana Madjakusumah, "Business Development Strategy According to an Islamic Economics Perspective in an Effort to Increase Sales in the Amanah Jaya Mandiri Home Industry in Caringin, Babakan Ciparay District," *Journal of Sharia Banking Research (JRPS)* 1, no. 1 (2022): 29–34.

accordance with Islamic economic concepts that emphasize social welfare and sustainability⁴.

This research aims to find out the strategy for developing the Jepara Idola Snack and Catering culinary business from an Islamic economic perspective, as well as seeking an in-depth understanding of several aspects. Researchers try to explore how Idola Snack and Catering implements Islamic economic principles in their operations and business strategies. Then fairness in business transactions and the way Idola Snack and Catering Jepara ensures that their products and services comply with Islamic ethical values such as halal and product suitability. Next, researchers are interested in understanding how Idola Snack and Catering Jepara utilizes the market and economic opportunities available in the context of Islamic economics. This includes their marketing strategy, targeting specific markets. For example, consumers who care about halal aspects, as well as how they contribute to the development of the local economy and community through their business. Finally, researchers will investigate the social and economic impact of the existence of Idola Snack and Catering on the surrounding area. This includes Idola Snack and Catering's contribution to local job creation, improving skills and training for their team members, as well as how they maintain sustainable relationships with customers and suppliers within the framework of Islamic economic values.

METHOD

The research method that will be used in this research is a qualitative approach. The decision to use this approach was based on the need to gain an in-depth understanding of culinary business development strategies from an Islamic economic perspective. With a qualitative approach, researchers can explore various complex aspects and nuances in the business strategy implemented by Idola Snack and Catering Jepara. More than simply collecting quantitative data, this approach allows researchers to understand the cultural context, values, and business practices involved.

A qualitative approach was chosen because it can provide comprehensive insight into the factors that influence culinary business development from an Islamic economic perspective. Through in-depth interviews with various stakeholders such as business owners, managers, employees, and customers, researchers can gain a deeper understanding of the Islamic values that underlie business strategies, as well as how these strategies are implemented in daily practice. This approach allows researchers to answer research questions contextually, enriching understanding of the dynamics of Islamic economics in the context of the culinary business⁵.

The data collection process will be carried out through a series of in-depth interviews which will be recorded and then transcribed for further analysis. In addition, participatory observation will be carried out to understand directly how culinary business strategies are implemented in practice. By involving owners, managers, employees, and customers, researchers can capture a variety of perspectives that enrich understanding of culinary business development strategies. Data analysis is not only limited to interviews and observations, but also involves analyzing documents such as financial reports and business strategies.

⁴ Dian Iskandar Jaelani, "Economic Empowerment of the Ummah from an Islamic Perspective (An Effort and Strategy)," *EKSYPAR: Journal of Sharia Economics & Islamic Business (e-Journal)* 1, no. 1 (2014): 18-34, <https://ejournal.staim-tulungagung.ac.id/index.php/eksypar/article/view/15>.

⁵ Jayanti, "Culinary Development Strategy Analysis in an Islamic Perspective."

The data collection process will involve several stages, including planning, conducting interviews and observations, and document analysis. Data analysis methods will include coding and categorizing key findings from interviews and observations. Data will be interpreted in the context of Islamic economic theory to identify strategic implications and develop suggestions for better culinary business development. Thus, through this qualitative approach, it is hoped that this research can provide an in-depth understanding of culinary business development strategies from an Islamic economic perspective, with a focus on the case study of Idola Snack and Catering Jepara.

RESULTS AND DISCUSSION

This research reveals that Idola Snack and Catering in Jepara has succeeded in developing their culinary business by effectively integrating Islamic economic principles. They implement fair and transparent business practices, use halal raw materials, and focus on the needs of Muslim consumers. This success is not only reflected in their compliance with sharia principles, but also in their positive contribution to the local economy through job creation and improving the skills of the workforce in the surrounding communities. In this analysis, it was found that Idola Snack and Catering Jepara was able to utilize Islamic economic values to build a strong and sustainable business foundation. They not only fulfill the needs of a market that cares about halal aspects, but also provide a significant social impact by prioritizing fairness in business transactions and social responsibility towards local communities. In addition, their development strategy shows conformity with Islamic economic principles which emphasize sustainability and balance in every operational aspect. In this way, Idola Snack and Catering Jepara is not only successful as a business entity, but also as an agent of positive change in the local economic ecosystem based on religious values.⁶

From an Islamic economic perspective, Idola Snack and Catering Jepara apply principles such as fairness, sustainability and halal products consistently in their operations. They ensure that every stage of the business, from raw material procurement to product distribution, is carried out with high integrity and transparency. This not only builds trust with customers, but also strengthens their position in the culinary industry in Jepara. Marketing strategies that are specifically targeted at consumers who pay attention to halal aspects also help Idola Snack and Catering Jepara in expanding their market share. In doing so, they not only meet the rapidly growing market need for halal food, but also serve as an example of how businesses can integrate Islamic ethical values to achieve competitive advantage. Apart from the economic aspect, Idola Snack and Catering Jepara is also active in providing social contributions to local communities through job creation and skills training. These measures not only support local economic development, but also create an inclusive and sustainable social environment. Thus, this research confirms that Islamic economic principles are not only relevant in the context of the culinary business, but

⁶ Mohammad Fahrizal Asrofi and Ahmad Syaichoni, "ANALYSIS OF CULINARY BUSINESS DEVELOPMENT STRATEGIES FROM AN ISLAMIC ECONOMIC PERSPECTIVE (Case Study of Waroeng Kampung AG One Tulungagung)" 20, no. 1 (2022): 105–123.

can also be a strong foundation for local economic growth that is sustainable and beneficial to society at large.⁷

The existence of Idola Snack and Catering Jepara is not only profitable from a financial perspective but also from a moral and ethical perspective. Idola Snack and Catering strives to make a positive contribution to the welfare of the surrounding community by creating jobs and improving local skills. In developing their business, Idola Snack and Catering Jepara uses a smart marketing strategy by targeting a special market that cares about halal and sustainability aspects. This helps them to reach a wider audience and create a stable and reliable market share. Financial management that is transparent and free from usury is an Islamic economic principle that is firmly adhered to by Idola Snack and Catering Jepara. They ensure that every business transaction is carried out with integrity and does not conflict with their moral values⁸.

This case study provides evidence that businesses based on Islamic economic principles can succeed and develop well in diverse Islamic economic contexts. This shows that compliance with sharia law is not a barrier to achieving sustainable and ethical business success. Apart from that, Idola Snack and Catering Jepara also plays an important role in building sustainable relationships with their customers and suppliers. This helps them to stay ahead of business competition while maintaining their integrity as a company based on Islamic principles. Overall, Idola Snack and Catering Jepara's approach in developing a culinary business from an Islamic economic perspective not only proves financial success but also acts as an inspiring model in applying the values of justice, sustainability and integrity in an increasingly complex and diverse global business world.

For future researchers who wish to continue related studies analysis of culinary business development strategies from an Islamic economic perspective, it is recommended to expand the scope of research by involving more study objects that have different business scales, such as MSMEs to large companies, in order to obtain a more comprehensive picture. Research can also focus on the implementation aspect of values in Islamic economics in managing the culinary business, such as how sustainability, justice and benefits for society are implemented in real terms. Apart from that, further research can explore the relationship between sharia-based digital marketing strategies and increasing the competitiveness of culinary businesses in the modern era. By implication, the results of this study provide recommendations for culinary business players, especially Idola Snack and Catering, to better integrate Islamic economic principles in business operations, such as halal-based financial management, empowering local communities, and maintaining honesty and transparency in transactions. This is expected to not only increase the profitability of the business, but also strengthen the attractiveness of the business in the eyes of Muslim consumers who are increasingly concerned in an Islamic economic perspective.

⁷ Abdul Hafid, "The Role of Entrepreneurship in Developing Small Businesses," *Journal of Chemical Information and Modeling* 53, no. 9 (2013): 1689–1699, <http://journal.uin-alauddin.ac.id/index.php/jmks/article/download/18475/10353>.

⁸ Isti Fadiah et al., "Marketing Mix Strategy Analysis Based on Sharia Principles (Case Study: Meryva Shop in Kulonprogo, Yogyakarta)," *Journal of Business Economics and Accounting* 9, no. 1 (2022): 23–29.

CONCLUSION

Idola Snack and Catering Jepara shows that the integration of Islamic values in culinary business development strategies can be a strong foundation for sustainable growth. They not only focus on the halal aspect of food, but also pay attention to fairness in business transactions and social responsibility towards society. By ensuring all their business practices comply with Islamic economic principles, such as avoiding usury and promoting fairness in the distribution of profits, Idola Snack and Catering has not only achieved financial success but also built a solid reputation in the eyes of consumers. Local economic development is one of the positive impacts of the existence of this culinary business. By empowering the local workforce, providing skills training, and expanding employment opportunities, Idola Snack and Catering not only helps improve the economic welfare of the surrounding community but also strengthens social networks within the community. This is in line with Islamic economic principles which encourage a fairer and more inclusive distribution of wealth.

In a market context that is increasingly concerned with ethical values and sustainability, Idola Snack and Catering Jepara has succeeded in attracting customers by offering halal and high quality products. By capitalizing on the growing demand for halal products, they are not only expanding their market share but also making a positive contribution towards meeting the growing needs of Muslim consumers. Lastly, to ensure the sustainability of this business, it is important for Idola Snack and Catering to continue to develop innovation in their products and services, strengthen managerial and operational quality, and build sustainable relationships with all their stakeholders. In this way, they can continue to maintain their reputation as pioneers in the Islamic culinary business which is not only financially profitable but also has a significant positive impact on the community and the surrounding environment. The conclusion is the author's confirmation of the research results and discussion. Suggestions should be based on research findings, practical implications, development of new theories (specifically for doctoral programs), and/or further research.

REFERENCES

- Abdul Hafid. "The Role of Entrepreneurship in Developing Small Businesses." *Journal of Chemical Information and Modeling* 53, no. 9 (2013): 1689-1699. <http://journal.uin-alauddin.ac.id/index.php/jmks/article/download/18475/10353>.
- Asrofi, Mohammad Fahrizal, and Ahmad Syaichoni. "ANALYSIS OF CULINARY BUSINESS DEVELOPMENT STRATEGIES FROM AN ISLAMIC ECONOMIC PERSPECTIVE (Case Study of Waroeng Kampung AG One Tulungagung)" 20, no. 1 (2022): 105-123.
- Fadah, Isti, Desva Kansa Vijonta, Septarina Prita Dania, and Istatuk Budi Yuswanto. "Marketing Mix Strategy Analysis Based on Sharia Principles (Case Study: Meryva Shop in Kulonprogo, Yogyakarta)." *Journal of Business Economics and Accounting* 9, no. 1 (2022): 23-29.
- Haliza, Shyla Shinta Nur, and Mochamad Chobir Sirad. "Strategies For Developing Micro Small And Medium Enterprises (Umk) In An Islamic Economic Perspective To Increase Community Economic Income (Case Study Of The Geti Ud Primadona Tulungagung Company)." *Journal of Management and Islamic Education* 3, no. 4 (2023): 191-201.
- Harahap, Isnaini, Zuhrial M Nawawi, and Eli Sugiarto. "MSME (Micro, Small and Medium Enterprises) Creative Industries in Medan City from an Islamic

- Economic Perspective." *Scientific Journal of Islamic Economics* 8, no. 02 (2022): 1991–1997. <http://dx.doi.org/10.29040/jiei.v8i2.5796>.
- Jaelani, Dian Iskandar. "Economic Empowerment of the Ummah from an Islamic Perspective (An Effort and Strategy)." *EKSYAR: Journal of Sharia Economics & Islamic Business (e-Journal)* 1, no. 1 (2014): 18–34. <https://ejournal.staim-tulungagung.ac.id/index.php/eksyar/article/view/15>.
- Jayanti, Goddess. "Analysis of Culinary Development Strategies in an Islamic Perspective." *journal of Islamic Law and Economics* 2, no. 1 (2022): 20.
- Yuniar, Hilma, Widya Ningrum, and Deden Gandana Madjakusumah. "Business Development Strategy According to an Islamic Economics Perspective in an Effort to Increase Sales at the Amanah Jaya Mandiri Home Industry in Caringin, Babakan Ciparay District." *Journal of Sharia Banking Research (JRPS)* 1, no. 1 (2022): 29–34
-

Copyright Holder :

© Karina Salsabila (2025).

First Publication Right :

© International Journal on Advanced Science, Education, and Religion (IJoASER)

This article is under:

