



ANALYSIS OF PRODUCER BEHAVIOR CV. BLJ ACCORDING TO THE PRINCIPLES OF PRODUCTION IN ISLAM

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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Ziadatun Kholishoh Ziadatun208@gmail.com State Islamic University of Salatiga</p>	<p>The theory of producer behavior in an Islamic perspective is a science that studies human economic behavior in which behavior is regulated based on Islam. This study aims to determine the behavior of manufacturers of CV. Bintang Laut Jaya in producing halal ingredients, especially the behavior of CV producers. Bintang Laut Jaya according to the principles of production in Islam for the sake of achieving benefit, the research method used is descriptive qualitative by conducting observations and interviews with CV producers. Bintang Laut Jaya in Tuban, East Java. The results of the study are the motivation of business owners in carrying out production activities is to work and of course seek profits accompanied by benefits for the community, the behavior of producers CV. Bintang Laut Jaya is in accordance with the principles of production in Islam, namely the principles of monotheism, humanity, justice, responsibility, but not in accordance with the principles of virtue</p> <p>Keywords: <i>Producer Behavior, Cv. Bintang Laut Jaya, Production Principle</i></p>
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INTRODUCTION

Islam is a religion revealed by Allah, Islam not only regulates matters of worship, but is also able to answer the form of challenges in every era, including in economic matters. The basic principles of economics contained in the Qur'an are universal, meaning that all Muslim communities must follow these rules in carrying out economic activities. When discussing economics, Islam only discusses the problem of how to obtain wealth, the problem of managing wealth carried out by humans and how to distribute wealth among them. Each is composed of values that form and build the framework of the organization of its economic activities. Economics is defined as something that studies human behavior in using resources to produce goods and services that humans need (Humaira, 2023). In Islamic economics, the concept of production is not solely to maximize profits in the world but also to maximize profits in the hereafter. In addition, there are also principles that need to be considered in production according to Islamic economics, which do not exist in conventional economics. Production in Islamic economics is any form of activity carried out to realize benefits or add to them by exploring economic resources provided by Allah SWT so that they become

benefits, to meet human needs, therefore production activities should be oriented towards the needs of the wider community (Gumansari et al., 2022).

Motivation is a driving force within a person to achieve a certain goal. In conventional economics, maximizing profit is often considered the main motivation, although many productive activities have other motivations besides maximizing profit. In the view of Islamic economics, although maximizing satisfaction and profit is not prohibited, the goal is to achieve it in order to achieve satisfaction and profit in the afterlife (Hutauruk, 2024). Conventional economic systems tend to idolize productivity and efficiency, often ignoring the problem of externalities and social responsibility, which have an impact on people who are not directly involved in production (Sya'idun, 2023). In Islamic economics, production motivation must be in line with the goal of production itself, which aims to provide material and spiritual needs in order to create *maslahah*. Islamic economics focuses on seeking *maslahah*, where the profit sought is not an exploitative profit, but a profit that provides benefits not only for producers, but also for the surrounding environment and consumers.

The goal of producers in the Islamic economy is not to increase worldly profits alone so that companies are satisfied to get a reasonable and appropriate profit to achieve the main goal of worshipping Allah. While in conventional economics with the motivation to fulfill their own interests in maximizing their wealth in any way. A producer must be able to compete with other producers in producing increasingly unlimited human needs. Therefore, producers are required to market the products they produce. Before that, producers must first identify the needs of consumers to be satisfied, determine the products to be produced, promote products and distribution, so that the products produced reach consumers (Nurmasari & Wahyudi, 2024).

A producer must be able to pay attention to changes in consumer behavior patterns. This is because there is a significant difference between the consumption of products by the upper middle class and lower middle-class people. Upper middle-class society usually prioritizes comfort, style and lifestyle as well as convenience of the products provided. While lower middle class society tends to prefer cheap goods with affordable prices (Daulay et al., 2024). The principle of production in Islam means producing something *halal* which is an accumulation of all production processes starting from the source of raw materials to the type of product produced, either in the form of goods or services. CV. Bintang Laut Jaya is a business that produces marine products such as various types of fish which will later be submitted to the factory and sold to the community to be processed again and consumed. For that, in addition to aiming to gain profit, it also benefits the surrounding community.

Gumansari et al. (2022) found the application of Islamic production behavior in Micro and Small Industries that produce *halal* products during the Covid-19 pandemic. Takdir. Harfika (2019) compared the theory of producer behavior in Islamic economics and conventional economics. Masfufah & Achiria (2019) analyzed producer behavior in the Go Food Gojek partnership model that is in accordance with Islamic economic principles. Nur Aslakhah Baladina & Ashlihah (2021) examined producer behavior during the Covid-19 pandemic from the perspective of Islamic business ethics. Utami (2020) discussed the application of Islamic production principles to MSME Dwi Putra Palembang in the production of sponge cakes. Based on the above matters, in this article the author will discuss the behavior of CV. Bintang Laut Jaya producers in producing *halal* materials, especially the behavior of

CV. Bintang Laut Jaya producers according to the principles of production in Islam in order to achieve the welfare of individuals, employees, and society.

METHOD

This research is a research that uses field research methods. This research uses descriptive qualitative research. Qualitative research methods are methods whose data is expressed in the form of words or sentences that support. in this study also uses primary and secondary data by reviewing primary data that has been obtained from field research which is presented in accordance with the data obtained (Adlini et al., 2022). The location of this research was carried out at CV. Bintang Laut Jaya which is engaged in Fisheries, located in Palang, Tuban, East Java. The method in case research uses in-depth interview techniques to dig deeper into the production behavior implemented by CV. Bintang Laut Jaya. The interview was conducted on November 6, 2024, located at the head office of CV. Bintang Laut Jaya, with the resource person being the owner of CV. Bintang Laut Jaya. The results of the interview were then processed, analyzed and presented in the research report.

RESULT AND DISCUSSION

Motivation of Producers in Production According to Islamic Economics

Production activities in economics are defined as activities that create benefits or utilities, both in the present and the future. These production activities are closely related to human daily life, although in conventional economics, production is often associated with the main goal of maximizing profits (W. Permatasari et al., 2023). However, many production activities have motives other than just pursuing profit, for example to meet basic human needs. In the perspective of Islamic economics, production in Arabic is called *al-intaaj* which comes from the word *nataja* and in fiqh terms is better known as *tahsil*, which means income or producing something. Ibn Khaldun also used the word *tahsil* for production, especially when discussing the division of labor specialization (Nurmasari & Wahyudi, 2024).

The theory of producer behavior in an Islamic perspective views that production must be related to human needs. The goods produced must meet human needs, not to produce excessive luxury goods that do not match needs. In this case, the labor expended to produce useless or excessive goods is considered unproductive (Aslakhah Baladina & Ashlihah, 2021). In the context of economics, when consumers allocate their funds for consumption, producers allocate their funds for production factors that will be processed into goods or services. The balance between consumers and producers is achieved when the entire budget is used efficiently, and producers strive to achieve optimal production levels. Production activities are one of the economic activities that support consumption and distribution activities. Without production, economic activities will stop, and without consumption, production will have no purpose (Masfufah & Achiria, 2019).

In Islamic economics, production is also related to the principle of justice and policies that bring benefits or *maslahah* to society. Siddiq defines production as the provision of goods and services by paying attention to the values of justice and benefits to society. If producers act fairly and provide benefits to society, then they have acted in accordance with the principles of Islamic economics. In Islamic economics, the purpose of production is not only to meet material needs, but also to obtain wider benefits, both for producers, consumers, and society as a whole (Cholidiyah et al., 2018). Therefore, production activities in Islam do not

only focus on efficiency or profit alone, but also on a balance that provides benefits for humanity (Dienillah & Raharto, 2022).

Motivation is a driving force from within a person to do or achieve a goal. In conventional economics, profit maximization is always carried out as the main motivation, although there are many productive activities based on the definition above that have other motivations than just maximizing profit. The motivation to maximize satisfaction and profit maximization which are the main drivers and goals of economic decisions in the conventional economic view are not wrong or prohibited in Islam, but Islam wants to place it in the right position, namely all of that in order to maximize satisfaction and profit in the hereafter (S. V. Permatasari, 2020). Efforts to maximize profit make the conventional economic system very idolizing productivity and efficiency when producing. This attitude often makes them ignore external issues or ethical issues and their social responsibilities. The impact of this often affects a group of people who have nothing to do with the products made, either as consumers or as part of the production factors (Dienillah & Raharto, 2022).

In the Islamic economic view, production motivation should be in line with the production goals and life goals of the producers themselves. If the purpose of production is to provide material and spiritual needs in order to create *maslahah*, then the motivation of the producer is of course to seek *maslahah*, which is also in line with the purpose of a Muslim's life. Islamic economics is *Maslahah Maximizer*, seeking profit through production and other business activities is not prohibited as long as it is within the framework of Islamic goals and laws, this has been stated in the design of the Islamic economy where one of them is *ma'ad* or return (Hutauruk, 2024). However, the profit sought is not an exploitative profit that aims to seek maximum profit by setting profits far above normal. A Muslim producer will seek profit that can provide benefits not only for himself, but also for the surrounding environment including consumers.

Behavior of CV. Bintang Laut Jaya Producers

CV. Bintang Laut Jaya is a business established in 2010 engaged in fisheries that process marine products and later distribute them to food factories, the surrounding community, and also export them abroad. At the beginning of the establishment of the fisheries business, the capital used was their own savings and some of the capital was a loan from close relatives. In production activities, production factors are important elements used in the production process. These production factors consist of natural resources, labor, capital, and organization (Management). Fishery processing producers utilize production factors of materials to be used in the production process. The core materials are types of fish, which are obtained from small fishermen to fishermen with large ships through an agreed buying and selling process.

The business owner said that working hours start at 06.30-14.00 WIB, without any break time. And the salaries of non-permanent employees are based on the results obtained per day in processing fish with a size per kilogram. But for the salary system, it is paid on time when working hours are finished. The process of this production activity is to place orders with fishermen and agents, then carry out the buying and selling process according to the agreement, the fish are cleaned and the heads are cut off, only the meat is taken, after that it is weighed and packed, and finally the fish meat that has been packed is sent to food factories to be reprocessed and sold to the public in small portions for home consumption.

According to the business owner and also the results of field observations, employees at CV. Bintang Laut Jaya are very disciplined because the results obtained are bound by time and speed as well as accuracy in processing fish products. When the production activity is finished, the waste produced is in the form of leftover fish pieces, namely fish heads and liquid waste from the washing process, according to the business owner, fish head waste is sold back to the community which will later be used by the community, especially fishermen, for bait in fishing, while the liquid waste is directly discharged into the sea.

The motivation of business owners in carrying out production activities is to work and of course seek profit in the work process, but besides seeking profit, they also provide benefits to others, especially neighbors, namely by recruiting neighbors and relatives to become employees, in addition to carrying out social activities such as providing holiday allowances to employees, providing basic necessities every month of Ramadan to neighbors around production, and also providing leave permits to employees who have important needs (Fiyan, 2024).

Behavior of CV. Bintang Laut Jaya Producers According to Islamic Production Principles

The purpose of production is to create various benefits from goods to services. Production in Islam has been regulated in accordance with the provisions of Islamic law. So that in production activities there are principles of production in Islam including:

The Principle of *Tauhid*

Based on this principle, Allah SWT sets limits, rules and laws on production activities carried out by humans, emphasizing their obligations to Allah SWT (Hutauruk, 2024). The implementation of the principle of tauhid in production activities is manifested in the production of products that are halal toyyiban and free from elements of ribawi, gharar, maisir or riswah. Based on the results of the interview, CV. Bintang Laut Jaya Producers established a business using some of the capital from their savings and some borrowed from their closest relatives

All producers and employees of CV. Bintang Laut Jaya work to process various types of fish ingredients according to consumer needs and during working hours set by the business owner. This is in accordance with the principle of tauhid being a fundamental teaching of Islam. In the principle of tauhid, producers carry out production activities because of their submission to Allah SWT and are motivated to worship Him. Motivation of worship carried out with as much benefit as possible to consumers.

Review of the principles of production in Islam on the behavior of producers CV. Bintang Laut Jaya is in accordance with the principle of monotheism because the products produced are in the form of halal fish ingredients with a buying and selling process to consumers according to agreement, also the initial capital used does not contain elements of usury because it is tabarru in qard.

Principle of Humanity

The principle of humanity means that the obligation of humans is to worship Allah SWT and prosper the earth. Humans are encouraged to prosper the earth and maintain everything on earth. And humans have the right to improve their welfare because humans have specific needs (Muayadah & Suharto, 2023). Based on the results of the interview, this is in accordance with what the producers of CV. Bintang Laut Jaya do in improving their welfare

by processing seafood into food ingredients and selling them to the community or consumers who need them to get profits that will be used to meet their living needs.

Justice

The form of implementation of the principle of justice in production activities means upholding human rights, obligations and responsibilities according to their respective capacities. One of them in this case is paying attention to the rights of workers. Based on the results of the interview, the producers of CV. Bintang Laut Jaya pays attention to the rights of workers by providing decent wages and without delaying the provision of wages (Takdir & Harfika, 2019).

Implementation of the principle of justice can increase production capacity with the aim of increasing the volume of human welfare in general. Because production activities are the foundation for improving community welfare through output and the distribution of profits generated. Producers pay attention to the needs and interests of the community by being involved in community empowerment programs. However, this is not yet appropriate because business owners in 2024 will not add more employees so that they are unable to help the welfare and income distribution of the surrounding community.

Virtue (*Ihsan*)

This principle emphasizes that humans must do as much good as possible in their lives. The axioms/values of virtue (*ihsan*) in business are generosity (leniency), service motive (Service motive), awareness of the existence of Allah and rules related to the implementation that are priorities (W. Permatasari et al., 2023). Based on the results of the interview, in terms of generosity, the CV. Bintang Laut Jaya producer provides a grace period for consumers or factories that have not been able to pay off all production costs. In terms of service motives, there is one producer or employee of CV. Bintang Laut Jaya who is less friendly in serving consumers. Review of the principles of production in Islam on the behavior of producers CV. Bintang Laut Jaya is not in accordance with the principle of *ihsan* fully in accordance with the motive of service.

Freedom and Responsibility

The principles of freedom and responsibility are inherent. Production activities take advantage of, explore, manage economic resources and prohibitions on damaging accompanied by being responsible for preserving them (Zannah, 2020). In this case, producers have taken advantage of, explored and managed marine resources such as fish to take advantage of them. Regarding the prohibition on damaging and being responsible for preserving them, producers CV. Bintang Laut Jaya have been responsible by reselling waste in the form of pieces of fish heads to be used as bait for fishermen in fishing, and the liquid waste is directly dumped into the sea.

CONCLUSION

The behavior of producers CV. Bintang Laut Jaya in fishery production activities has reflected the principles of production in Islam, such as the principles of monotheism, humanity, and justice. This business runs by complying with halal rules in the production process, establishing a buying and selling relationship according to the agreement, and paying attention to employee welfare with decent wages. However, even though it has paid attention to several principles of virtue and responsibility, there are still areas that need to be improved, such as improving service to consumers and expanding employment opportunities for the

surrounding community to improve shared welfare. To improve compliance with the principles of production in Islam, it is recommended that CV. Bintang Laut Jaya can focus more on improving service to consumers by improving friendly attitudes and better communication. In addition, the company should also pay attention to the importance of equalizing welfare by opening up employment opportunities for more individuals from the surrounding community.

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