

## **ABSTRACT**

*MSMEs play a very large role in the growth of national economic, with the existence of MSMEs a lot of distribution and employment absorption can increase national economic growth. Many MSMEs have been managed in Indonesia, one of which is the Pure Tofu business Putra Nata Jaya Adiwerna, Tegal with the owner Mr. Andi.*

*This research aims to increase business income. The formulation of the problem in this research is how to empower MSMEs in Islamic business ethics to increase business income and marketing of Tahu Murni Putra Nata Jaya Adiwerna, Tegal. Efforts to increase the business revenue of Pure Tofu Putra Nata Jaya Adiwerna, Tegal are based on several factors, namely marketing, labor, and technology. This study used a quantitative method with the Analytical Hierarchy Process (AHP) tool and there were 16 respondents.*

*The results of the research show that in priority terms the factors that can increase business income are the first priority on the labor factor with the work competence sub-criteria, the second priority on the marketing factor with the market segmentation sub-criteria, and the third priority on the technology factor with the machine sub-criteria electric factory.*

*Keywords: MSMe of Tofu, Business Opinion, Marketing, Labor, Technology.*