

ABSTRACT

The purpose of this study is to evaluate the business development strategy of the Walang Tempur business in Blora Regency by considering the principles of Islamic business ethics implemented in business activities. This study uses a mixed method with an in-depth qualitative approach through observation, interviews, documentation of 10 key informants, as well as the collection of primary and secondary data and questionnaires, all of which are analyzed by SWOT calculations to systematically identify various factors in order to formulate company strategies. The results of the SWOT analysis indicate that the Walang Tempur business is in quadrant I (growth/aggressive) which means growth or aggressive. This means, with the strength-opportunity (SO) strategy, the Walang Tempur business has the strength to take advantage of existing opportunities. This strategy is expected to help the Walang Tempur business survive and strengthen its existence amidst increasingly complex business competition, while still upholding the principles of Islamic law in its business development.

Keywords: Development Strategy, SWOT Analysis, Islamic Business Ethics

