

ABSTRACT

Halal fashion is an important sector in the fast-growing Islamic economy, where global consumption is projected to rise from US\$283 billion in 2019-2020 to US\$402 billion in 2024. In Indonesia, the sector accounts for 61.6 percent of creative economy exports, making it the largest subsector. Although Minister of Trade Regulation No. 18 of 2022 has regulated retail management to prevent monopoly, specific regulations regarding Islamic retail are not yet available. However, the application of Islamic principles in business management remains crucial, with Islamic retail as a tangible form of implementing sharia-based business management in the halal industry. This study aims to examine the implementation of Islamic management principles through Muslim employees' perceptions of the owner in the practice of Islamic business management at the Sharia retail store, Toko Busana Muslim An-Naajiyah Semarang, using a qualitative approach with a single instrumental case study method, this research focuses on one specific issue to explore the application of Islamic principles in business management.

The results showed that Islamic principles such as Tawhid, Ibadah, Amanah and Responsibility, Hikmah, Adil, Ihsan, Cooperation, Halalan Thayyiban, and Discussion have been well implemented at An-Naajiyah Muslim Clothing Store in Semarang. However, this study is limited to one sharia retailer, making it insufficient to describe the broader condition.

Keywords: Islamic Business Management, Islamic Principles, Islamic Management Practices

