

ABSTRAK

Latar belakang penelitian didasarkan pada meningkatnya intensitas persaingan usaha kedai kopi seiring perkembangan sektor pariwisata dan gaya hidup masyarakat urban, yang menuntut pelaku usaha memiliki keunggulan kompetitif yang berkelanjutan dan beretika. Penelitian ini bertujuan menganalisis strategi persaingan bisnis yang diterapkan oleh Mener Kopi di kawasan Belakang Balok, Kota Bukittinggi, serta meninjaunya dari perspektif Etika Bisnis Islam. Secara teoretis, penelitian ini menggunakan kerangka strategi bersaing Michael Porter yang meliputi strategi kepemimpinan biaya, Diferensiasi, dan Fokus, serta konsep etika bisnis Islam yang merujuk pada empat sifat Rasulullah SAW, yaitu *shiddiq*, *amanah*, *tabligh*, dan *Fathonah*, yang didukung oleh kajian pustaka terkait persaingan usaha dan etika ekonomi Islam.

Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi kasus. Penggalan data dilakukan melalui wawancara mendalam dengan pemilik dan karyawan, observasi langsung, serta dokumentasi. Data dianalisis secara deskriptif-analitis dengan mengaitkan temuan lapangan pada teori strategi bersaing dan prinsip etika bisnis Islam.

Hasil penelitian menunjukkan bahwa Mener Kopi cenderung menerapkan kombinasi strategi kepemimpinan biaya dan Fokus, sementara strategi Diferensiasi masih dalam tahap pengembangan. Dari sisi etika bisnis Islam, praktik usaha pada umumnya telah mencerminkan nilai kejujuran, tanggung jawab, komunikasi yang terbuka, dan kecerdasan manajerial, meskipun masih terdapat ruang penguatan, khususnya dalam aspek tanggung jawab sosial.

Secara keseluruhan, penelitian ini menyimpulkan bahwa integrasi strategi bersaing dengan nilai-nilai etika bisnis Islam dapat menjadi landasan penting bagi keberlanjutan dan daya saing UMKM kopi di tengah dinamika pasar yang kompetitif.

Kata kunci: Strategi Persaingan, Michael Porter, Etika Bisnis Islam, Mener Kopi.

ABSTRACT

The research is motivated by the increasing intensity of competition among coffee shops as a result of the growth of the tourism sector and the urban lifestyle, which requires business actors to possess sustainable and ethical competitive advantages. This study aims to analyze the business competition strategies implemented by Mener Kopi located in the Belakang Balok area of Bukittinggi City and to examine them from the perspective of Islamic Business Ethics. Theoretically, this study employs Michael Porter's generic competitive strategy framework, consisting of *cost leadership*, *differentiation*, and *Focus* strategies, and integrates it with Islamic business ethics based on the four prophetic traits of the Prophet Muhammad SAW, namely *shiddiq*, *amanah*, *tabligh*, and *Fathanah*, supported by relevant literature on business competition and Islamic economics.

This research adopts a qualitative method with a case study approach. Data were collected through in-depth interviews with the owner and employees, direct observation, and documentation. The data were analyzed using a descriptive-analytical technique by linking field findings with competitive strategy theory and Islamic business ethics principles.

The results indicate that Mener Kopi predominantly applies a combination of *cost leadership* and *Focus* strategies, while its *differentiation* strategy is still in the early stage of development. From the perspective of Islamic business ethics, business practices generally reflect the values of honesty, responsibility, open communication, and managerial intelligence, although further improvement is needed, particularly in the aspect of social responsibility.

Overall, this study concludes that the integration of competitive strategies with Islamic ethical values can serve as an important foundation for strengthening the sustainability and competitiveness of small and medium-sized coffee enterprises in an increasingly dynamic and competitive market environment.

Keywords: Competitive Strategy, Michael Porter, Islamic Business Ethics, Mener Kopi.