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CORE VALUES AND EMPLOYER BRANDING ARE MORAL TO IMPROVE ISLAMIC SERVICES IN THE JANUR KUNING HOME INDUSTRY IN REJING VILLAGE, PROBOLINGGO REGENCY

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Abstract

This research aims to analyze the relationship between the application of core values and employer branding strategies in improving Islamic services in the Janur Kuning home industry in Rejing Village, Probolinggo Regency. The Janur Kuning home industry has become an integral part of the culture and economy of the local community, with a significant contribution to local economic development. This research method uses a qualitative approach through in-depth interviews and participatory observation of business owners and employees of the Janur Kuning home industry. This research also involves analysis of documentation related to the core values implemented in the business and employer branding strategies that have been carried out. The research results show that the application of core values, such as honesty, courage, friendliness and justice, has become a strong basis for the work culture in the Janur Kuning home industry. The application of these values does not only affect the internal relationship between business owners and employees. However, it also has an impact on interactions with customers and society in general. Apart from that, the employer branding strategy which focuses on developing the company's image as an Islamic and value-oriented workplace has helped improve the Islamic services provided by the Janur Kuning home industry. Steps such as training employees in Islamic values. Implementation of fair and transparent work patterns, as well as involvement in Islamic social activities which have improved the company's reputation in the eyes of customers and the community. In conclusion, the application of core values and employer branding strategies that focus on Islam has helped the Janur Kuning home industry to improve their Islamic services. The implication of this research is the importance of strengthening a company culture based on Islamic values, as well as developing an Islamic company image in an effort to increase customer trust and loyalty.

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INTRODUCTION

An industrial house is an environment or condition that needs to be created to build a stronger foundation for change and can realize among others to make efforts in the process of developing human resources (Maluku et al., 2019).

In Javanese culture, janur has a meaning in the form of high noble ideals to achieve divine light. The variety of Janur shapes that are arranged in such a way produce different identifications. Janur is also considered a symbol of sacredness and majesty in marriage. However, according to the Javanese people, janur is a must at wedding receptions (Bande et al., 2020).

The above traditions often occur and are carried out by people in East Java Regency who carry out wedding ceremonies. So with this the researcher takes a study on the benefits of *core values dan employer branding* Moral to improve Islamic services in home industries. Soerjono Sukanto stated that law is a concretization of the value system that applies in society and a situation where there are aspirations in accordance with the law and the value system (Sanitizer & Pandemi, 2021).

Many also say that the sharia market is an emotional market (*emotional market*) while the conventional market is a rational market (*rational market*) That is, people are interested in doing business in the sharia market for religious reasons, in this case the Islamic religion which is more emotional, not because they want to get financial benefits that are national, but in the conventional or non-sharia market, therefore most people want to get the maximum profit regardless of whether the business is run by getting these results, may deviate or even go against sharia principles. Indonesia is a pluralistic country. With this fact, this plurality is characterized by the fact that on the one hand it has a majority Muslim population, but at the same time it has a population that is said to be a minority in terms of the number of believers. By applying *core values* and *employer branding* Morally, home industries can form a positive work environment, support quality Islamic services, and build a reputation as a workplace based on moral principles (Zamroni et al., 2022).

Public service can be interpreted as the provision of services or serving the needs of a person or community who has an interest in the organization in accordance with the basic rules and procedures that have been set. This provides an understanding that everything related to services should be carried out as best as possible so that the people who receive the services feel satisfied with the services provided (Marliani, 2017).

In responding to changes in the fast-paced strategic environment, it is necessary to have dynamic, responsive, effective and efficient government governance in order to realize excellent service. Government organizations have a fairly important role and function, namely as planners, actors and determinants of the realization of organizational goals. The goal cannot be realized or achieved properly and purposefully if the service is weak, and vice versa if the role of the service is strong, superior, intelligent, innovative, creative and useful (Maluku et al., 2019).

This also proves that the quality of service needs to be reviewed through the most basic services. The most basic service is the service organized by the countryside, one of which is the yellow janur industrial home in Rejing Village, Probolinggo Regency (Yunitasari et al., 2020). Thus, a marriage is not perfect without a janur. Janur can also be considered as a means of deterrence. In addition, the yellow janur is also considered a sign to the spirits of the ancestors who are celebrating or having a wedding ceremony.

In addition, the janur is also sold to people other than Muslims (non-Muslims) to be used as their rituals (Fahrudin & Arifianto, 2021).

Core values and employer branding Moral home industry can form a positive work environment, support quality Islamic services, and build a reputation as a workplace based on moral principles. Also, this economy is useful for fostering togetherness between religious believers in Indonesia, especially Islam and Hindu-Balinese (Kawakibi & Lasmana, 2021). This provides an understanding that everything related to services should be carried out as best as possible so that the people who receive the services feel satisfied with the services provided. One of them is increasing efficiency, efficiency is employees who understand and internalize *core values* has a strong foundation in decision-making so that it is able to improve the quality of Islamic services in the Janur Kuning Home Industry, especially in Rejing Village, Probolinggo Regency. Make a significant contribution in understanding and developing strategies *core values and employer branding* Based on Islamic values that are more effective and in accordance with the context of home industry. In addition, it can help strengthen the literature on the integration of Islamic values in daily business practices, especially in small and medium industries in these rural areas. There are previous studies related to this study (Mardianto et al., 2016).

What must be done to describe the picture in terms of compiling a frame of mind in the hope that the researcher can present it accurately and easily for the reader to understand. There is literature that has the same topic, but there are also differences and similarities in terms of discussion, for example, the values of service quality in the Qur'an and Hadith, the difference in this research lies in the values of service quality in Islam sourced from religious teachings contained in the Qur'an and Hadith, while the authors of Islamic values remain relevant, the main focus may be on local and cultural values related to the yellow janur industry home. While the similarities In both contexts, aesthetic values and beauty can be contained in janur culture (Harventy, 2020).

In weddings, janur is often beautifully decorated, while in home industry, the production of yellow janur may highlight the beauty and artistic value. Research Objectives *core values dan employer branding* Moral in improving Islamic services in home industries. As well as providing opportunities for *core values dan employer branding* Moral in improving Islamic services in home industries. As well as supporting the development of quality and integrated human resources (Indarti & Wardana, 2013).

RESEARCH METHODS

In the research method of developing the yellow janur home industry in Rejing Village, Probolinggo Regency, to analyze the implementation of *core values* and strategy *employer branding* comprehensively. As well as about the core values in the data engineering process *employer branding* in which it consists of *Employer Value Propostion, External Employer Branding, Internal Employer Branding* and serve according to Islamic rules (Marliani, 2017).

RESULTS AND DISCUSSION

RESULT

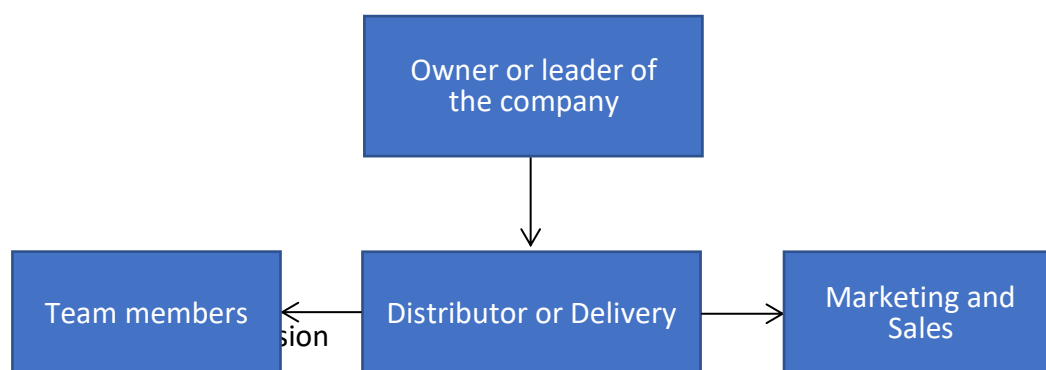
Home industry can create a work environment that promotes Islamic services, empower employees, and build a moral corporate image in the eyes of customers and the public. These measures help create a company that is not only profit-oriented, but

also strives to practice Islamic values in every aspect of its operations (Indarti & Wardana, 2013).

From what was explained by Mr. Anas as the owner of the Industrial home, since starting his own business and inviting the local community to work. That way Mr. Anas's yellow janur industry is not worried about its production results and easily gets goods, that there are many benefits that he gets what he runs, can explain that there are many benefits obtained, one of his loyal work partners is very helpful to employees by selling goods faster.

The owner of the yellow janur home industry business regarding the income and how to sell the goods, Mr. Anas as the owner replied: Mr. Anas' explanation stated that his income was quite stable and the way he sold it was per person. If the demand is a lot, the income is also maximum, if the demand is small, the income is also low. The two are interrelated and how the market works.

Among them is the organizational structure for a yellow janur industry home in Rejing Village, Probolinggo Regency.



DISCUSSION

The application of *core values* and *employer branding* with a focus on Islamic morals and services that can have a positive impact on employee performance and public services.

Obstacles and Opportunities *Core values and employer branding* with Morals improve Islamic services. The application of *core values and employer branding* in improving Islamic services in the Home Industry of Mr. Anas does have great potential, but is also faced with a number of challenges, including. Improvement of industrial home image, Employee Engagement, Reduction of *Turnover Intention*,

The solution to the opportunities and obstacles of *core values and employer branding* with Moral Character to improve Islamic services is a solution approach proposed in the context of the application of *core values and employer branding* with Moral Character to improve Islamic services in home industries which are very relevant to the consistency of values, Strengthening employee involvement, Strengthening the image of home industry, Strengthening resources and capabilities.

Through the implementation of this solution, the yellow janur home industry holistically, is that the home industry business can achieve the goal by improving Islamic services and while overcoming potential obstacles that may arise in this journey.

CONCLUSION

Based on the overall exposure from the results of the research, analysis and discussion of *employer branding* with Akhlak can have a positive impact on improving

Islamic services in the context of home industry in Janur Kuning, especially in Rejing Village, Probolinggo Regency. By focusing on a moral workplace brand identity, core values such as Islamic service can be emphasized through the work culture and reputation of the workplace. This can not only increase attractiveness for employees who share similar values, but also create a work environment that supports Islamic service practices. Thus, *employer branding* can be a powerful tool to build a positive image, influence employee perceptions, and ultimately, improve Islamic services in the home environment of the yellow janur industry.

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