

ABSTRAK

Muhammad Alfiannor. 2026. Dampak ShopeeFood terhadap Pendapatan Usaha Mantap Betul (MAUL) Banjarmasin dalam Perspektif Ekonomi Islam. Skripsi, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Antasari Banjarmasin. Pembimbing: Muhammad Saleh, S.IP.,

Kata kunci: pendapatan usaha, ShopeeFood, Ekonomi Islam, Fiqh Muamalah

Skripsi ini meneliti dampak ShopeeFood terhadap pendapatan Usaha Mantap Betul MAUL Banjarmasin dari sudut pandang Ekonomi Islam. Penulisnya Muhammad Alfiannor, dibimbing Muhammad Saleh.

Latar belakangnya, layanan pesan antar makanan online makin memengaruhi usaha kuliner. MAUL bekerja sama dengan ShopeeFood dapat pasar lebih luas dan akses konsumen lebih mudah. Tapi ada juga tantangan seperti potongan komisi 15-30% dan ketergantungan promosi. Tujuan penelitian ini untuk melihat apakah ShopeeFood benar-benar menaikkan pendapatan MAUL.

Metodenya penelitian lapangan dengan pendekatan kualitatif deskriptif. Data diambil lewat wawancara ke pemilik usaha dan driver ShopeeFood, plus observasi dan dokumen penjualan. Analisisnya pakai tahap kumpul data, reduksi, penyajian, lalu simpulan.

Hasilnya, ShopeeFood berdampak positif. Pendapatan kotor MAUL naik dari Rp42 juta di 2023 jadi Rp63 juta di 2024 dan Rp78 juta di 2025. Pendapatan bersih juga naik dari Rp8,4 juta jadi Rp22,6 juta. ShopeeFood nyumbang 29% dari pendapatan bersih itu. Pendapatan harian naik dari Rp60 ribu jadi Rp116 ribu per hari. Walau ada potongan komisi, volume penjualan yang naik bikin laba tetap tumbuh dan pasar makin luas.

ABSTRACT

Muhammad Alfiannor. 2026. *The Impact of ShopeeFood on the Business Income of Mantap Betul (MAUL) Banjarmasin in the Perspective of Islamic Economics.* Thesis, Sharia Economics Study Program, Faculty of Islamic Economics and Business, Antasari State Islamic University Banjarmasin. Advisor: Muhammad Saleh, S.IP., M.A.

Keywords: *business income, ShopeeFood, Islamic Economics, Fiqh Muamalah*

This thesis by Muhammad Alfiannor, supervised by Muhammad Saleh, studies how ShopeeFood affects the income of Usaha Mantap Betul MAUL in Banjarmasin from an Islamic economics perspective.

The background is that online food delivery services are changing the culinary business. MAUL partnered with ShopeeFood and got a wider market and easier customer access. But there are also challenges like 15-30% commission fees and dependence on promos. The goal was to see if ShopeeFood really increased MAUL's income.

The method was field research with a descriptive qualitative approach. Data came from in-depth interviews with the business owner and ShopeeFood drivers, plus observation and sales documents. The data was collected, reduced, presented, then concluded.

Results show ShopeeFood had a positive impact. MAUL's gross income rose from Rp42 million in 2023 to Rp63 million in 2024 and Rp78 million in 2025. Net income also increased from Rp8.4 million to Rp22.6 million, with ShopeeFood contributing 29% of net income. Daily income went up from around Rp60,000 to Rp116,000 per day. Even with commission cuts, higher sales volume led to profit growth and expanded market reach.