INTISARI

Penelitian ini berjudul *Prosedur Operasi Standar Jasa Pembuatan Website "Milenial Design" dalam Perspektif Prinsip Otonomi Etika Bisnis*. Penelitian ini menggunakan objek material Prosedur Operasi Standar "Milenial Design" dan menggunakan objek formal Prinsip Otonomi Etika Bisnis. "Milenial Design" yang berlokasi di jalan Jendral Sudirman Jakarta Selatan dan dalam kegiatan bisnisnya beroperasi pada penjualan produk dan jasa pembuatan website. Teori mengenai prinsip otonomi dan etika bisnis diharapkan dapat memberikan pemahaman serta masukan dalam permasalahan Prosedur Operasi Standar pada kegiatan bisnis "Milenial Design".

Penelitian ini merupakan penelitian kualitatif mengenai jasa website design yang sedang populer, dengan melakukan serangkaian tahapan studi pustaka dan wawancara. Tahapan dalam penelitian ini yaitu observasi, wawancara, inventarisasi data, klasifikasi data, analisis sintesis, evaluasi kritis. Analisis data yang dilakukan menggunakan metode deskriptif, interpretasi, holistika.

Hasil penelitian ini menunjukkan bahwa: Pertama, Prinsip otonomi dalam etika bisnis menekankan pebisnis untuk bertanggung jawab secara moral, serta sadar sepenuhnya atas apa yang menjadi kewajibannya dalam menjalankan bisnis. Kedua, Prosedur Operasi Standar dalam "Milenial Design" dibuat berbeda-beda setiap divisinya sebagai berikut: Divisi Web Berat, Divisi Web Ringan dan Divisi Customer Relation dengan pertimbangan sebagai pedoman dalam proses kerja karyawan setiap harinya agar lebih efektif. Ketiga, dalam pelaksanannya Prosedur Operasi Standar di "Milenial Design" mengalami kendala dan permasalahan yaitu jam kerja yang tidak menentu, dimana hal tersebut tidak sesuai dengan unsur prinsip otonomi yang menekankan bahwa tidak diperbolehkan memperlakukan karyawan dan seluruh aspek yang berkaitan dengan kegiatan bisnis secara semena-mena yang hanya dimanfaatkan tenaganya hanya demi kepentingan dan kebutuhan bisnis.

Kata Kunci: Website design, Etika Bisnis, Otonomi

ABSTRACT

This research is entitled Standard Operational Procedures of Website Design Service "Milenial Design" the Autonomy Principles of Business Ethics Perspective. The material object of this research is the Standard Operational Procedure of "Milenial Design" and the formal object of this research is the Autonomy Principle of Business Ethics. "Milenial Design" which is located at Jendral Sudirman Road South Jakarta and this business activities operates in the sale of products and services of creating website design. Theories regarding the principles of autonomy and business ethics are expected to provide understanding and input into the issues of Standard Operational Procedures in "Milenial Design's" business activities.

This research is a qualitative research on website design services that are currently popular, by conducting a series of literature studies and interviews. The stages in this research are observation, interview, data inventory, data classification, synthesis analysis, critical evaluation. Data analysis was carried out using descriptive, interpretation, holistic methods.

The results of this research indicate that: First, the principle of autonomy in business ethics emphasizes that entrepreneur are morally responsible, and fully aware of their obligations in running a business. Second, the Standard Operational Procedures in "Milenial Design" are made differently for each division as follows: Heavy Web Division, Light Web Division and Customer Relations Division with consideration as a guideline for employee daily work to make it more effective. Third, in the implementation of the Standard Operational Procedures at "Milenial Design", there are some obstacle and problem, such as indeterminate operational working hours, which is not in accordance with one of the element of the autonomy principle explained that it is not allowed to treat employees and all aspects related to business activities arbitrarily whose the energy is only used for business interests and needs.

Keywords: Website design, Business Ethic, Autonomy