

## INTISARI

Penelitian ini berjudul *Bisnis Rifka Annisa Guesthouse: Prinsip Integritas Moral Etika Bisnis* yang dilatarbelakangi oleh ketertarikan peneliti terhadap bisnis yang dijalankan Rifka Annisa Guesthouse yang didirikan oleh lembaga Rifka Annisa women crisis center(non-profit). Tantangan dari bisnis Rifka Annisa Guesthouse yaitu mensinkronkan tujuan lembaga sebagai peggerak perlindungan pada perempuan dan penerapan integritas moral sesuai kaidah bisnis. Tujuan dari penelitian ini yaitu 1) menjelaskan penerapan bisnis yang dijalankan Rifka Annisa Guesthouse, 2) menganalisis penerapan bisnis Rifka Annisa Guesthouse dengan etika bisnis prinsip integritas moral, dan 3) menganalisis relevansi bisnis Rifka Annisa Guesthouse sebagai profesi yang luhur dengan integritas moral.

Penelitian ini merupakan penelitian kualitatif mengenai etika bisnis yang menunjang pariwisata dengan melakukan studi pustaka dan wawancara. Tahapan dalam penelitian ini yaitu observasi, wawancara, inventarisasi data, klasifikasi data, analisis sintesis, evaluasi kritis. Analisis data yang dilakukan dengan metode deskriptif, interpretasi, holistika.

Hasil penelitian ini menunjukkan bahwa: Pertama, Rifka Annisa Guesthouse merupakan bisnis dibidang penyewaan penginapan yang menjadi sumber dana dari Rifka Annisa women crisis center. Kedua, penerapan bisnis Rifka Annisa Guesthouse yang meliputi standar pelayanan, pengembangan bisnis, dan tujuan bisnis dibutuhkan keefektifan dalam menjalankan bisnis hingga dapat bersaing dengan mensinkronkan aturan moral dan juga penerapannya. Kesesuaian nilai-nilai moral yang dibangun sesuai dengan yang dilakukan sehingga menciptakan bisnis yang baik. Ketiga, loyalitas karyawan tidak hanya dibangun dalam bentuk bonus melainkan juga harus memiliki tujuan yang sama dalam moral bisnis dan menciptakan lingkungan bisnis yang sehat. Keempat, kegiatan bisnis Rifka Annisa Guesthouse telah menuju pada bisnis sebagai profesi yang luhur karena tidak hanya mengejar keuntungan semata namun tetap menerapkan standar pelayanan mutu untuk kenyamanan konsumen.

Kata Kunci: *Guesthouse* , Etika Bisnis, Integritas Moral.

## **ABSTRACT**

This research is entitled Rifka Annisa Guesthouse Business: Principles of Business Ethics Moral Integrity which is motivated by the researcher's interest in the business run by Rifka Annisa Guesthouse which was founded by the Rifka Annisa women crisis center institution (non-profit). The challenge of the Rifka Annisa Guesthouse business is synchronizing the objectives of the institution as a driving force for the protection of women and the application of moral integrity according to business principles. The objectives of this study are 1) to explain the business application run by Rifka Annisa Guesthouse, 2) to analyze the business application of Rifka Annisa Guesthouse with business ethics of the principle of moral integrity, and 3) to analyze the business relevance of Rifka Annisa Guesthouse as a noble profession with moral integrity.

This research is a qualitative research on business ethics that supports tourism by conducting literature studies and interviews. The stages in this research are observation, interview, data inventory, data classification, synthesis analysis, critical evaluation. Data analysis was performed using descriptive, interpretation, and holistic methods.

The results of this study indicate that: First, Rifka Annisa Guesthouse is a business in the field of lodging rental which is the source of funds for the Rifka Annisa women crisis center. Second, the application of the Rifka Annisa Guesthouse business which includes service standards, business development, and business objectives requires effectiveness in running a business so that it can compete by synchronizing moral rules and also their application. The conformity of moral values that are built according to what is done so as to create a good business. Third, employee loyalty is not only built in the form of bonuses but must also have the same goals in business morale and create a healthy business environment. Fourth, Rifka Annisa Guesthouse's business activities have led to business as a noble profession because it is not only for profit but still applies quality service standards for consumer convenience.

**Keywords:** Guesthouse , Business Ethics, Moral Integrity.