

Ab-Chicken Sharia Partnership Business Strategy: In the Face of a Global Economic Recession

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Abstract

The purpose of this study is to examine the business strategy of the Ab-Chicken Sharia partnership, one of the charities of the Al-Bahjah Development Institute (LPD) under Buya Yahya's care, which has now reached 45 branches amidst the threat of a global recession. This research method uses a qualitative approach with descriptive-analytical methods used to answer problems and also to make direct observations in the field. The findings produced in this study are that Ab-Chicken as an LPD Al-Bahjah business can be in the form of food and beverage through three strategies in dealing with the current global recession, namely the sharia business concept with a da'wah-based marketing approach, building religious image, humanity, partnership with the concept of kinship, increasing skilled and religious human resources and expanding urban markets with delivery services (cloud kitchen). The implementation of this research is that media preaching can be used as a marketing strategy for AB Chicken through Buya Yahya's preaching.

Keywords: Strategy Business Sharia, Global Recession, Partnership

Abstrak

Tujuan penelitian ini untuk mengkaji strategi bisnis pada kemitraan Syariah Ab-Chicken salah satu amal usaha Lembaga Pengembangan Dakwah (LPD) Al-Bahjah asuhan Buya Yahya yang kini telah mencapai 45 Cabang di tengah ancaman resesi global. Metode penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif analisis digunakan untuk menjawab permasalahan yang serta langsung melakukan pengamatan langsung di lapangan. Temuan yang dihasilkan dalam penelitian ini yaitu bahwa Ab-Chicken sebagai usaha LPD Al-Bahjah dapat berbentuk *food and beverage* melalui tiga strategi dalam menghadapi resesi global saat ini yaitu konsep bisnis syariah dengan pendekatan pemasaran berbasis dakwah, pembangunan citra religi, kemanusiaan, kemitraan berkonsep kekeluargaan, peningkatan SDM berkeahlian dan religius serta ekspansi pasar diperkotaan dengan pelayanan *delivery (cloud kitchen)*. Implementasi dari penelitian ini yaitu media dakwah dapat dijadikan sebagai strategi pemasaran pada AB Chicken melalui dakwah Buya Yahya.

Kata Kunci : Strategi Bisnis Syariah, Resesi Global, Kemitraan

INTRODUCTION

The global economy and Indonesia in particular are now entering a period of recovery

after the Covid-19 pandemic which caused an economic downturn and global turmoil (Miraza,

2019). In 2020 the recession hit Indonesia again due to the 19 pandemic which resulted in MSME businesses going out of business and mass layoffs at large companies, not only Indonesia but the whole world experienced a recession which reduced economic growth to minus in various sectors (Atmaja, *et.al.*, 2021). The strong influence of the 2020 to 2021 pandemic forced the government to issue Work from Home (WFH) rules for workers (Aziz *et al.*, 2023). Education and households so that the impact on the lack of buyers made nearly 1,000 franchise outlets go out of business, including culinary franchises. Entering 2022, the franchise business is now starting to revive along with the repeal of the WFH Regulation and normal community activities, even franchising is still a trend today (Pratiwi, 2020).

The improvement in the global economy is slowly having a positive influence on the franchise business, especially culinary. Several times Indonesia has entered a period of economic crisis both caused by internal factors such as economic policies and natural factors such as natural disasters (Sholahudin, 2021).

The Indonesian and global economies will now enter a new round of economic problems, the world economy in 2023 is predicted to slow down so that countries in the world, especially Indonesia, are required to maintain their economic growth. The Indonesian and global economies will now enter a new round of economic problems, the world economy in 2023 is predicted to slow down so that countries in the world, especially Indonesia, are required to maintain their economic growth). The minus world economic growth was caused by several factors including the Ukrainian and Russian wars which had no sign of ending, the war between the two countries resulted in an energy crisis and a food crisis in Europe, which were dominant in developed countries.

The IMF has warned that 2023 will be economic darkness marked by the cessation of economic activity, while household

consumption will continue (Kasna, 2021). The risks faced by all countries in the world amid uncertain market turbulence force the country to reduce the consumption of energy and others (Purwanto & Perkasa, 2022). Therefore the author intends to explain AB Chiken's business strategy based on da'wah media as a marketing tool in dealing with the global recession that is currently hitting Indonesian society where da'wah methods for marketing strategies in the current era are becoming a trend, especially in the Al-Bahjah Cirebon Dakwah Development Institute.

RESEARCH METHODOLOGY

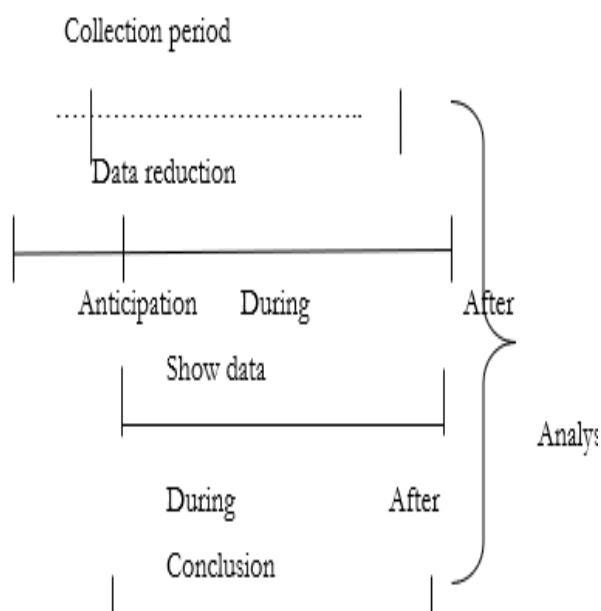
This research uses a qualitative approach with descriptive analysis methods. Where this research describes a phenomenon that is happening at this time, by focusing attention on going problems that occur in research subjects such as behavior, perceptions, motivations, actions, and others holistically and by way of description in the form of words and language in a special natural context by utilizing various natural methods (Yusanto, 2020). Sources of data in this study consisted of primary data, namely the results of direct interviews with the managers of Al-Bahjah Chicken Cirebon directly, and secondary data consisting of journals, articles, laws and regulations, and others. The type of research used is descriptive qualitative, namely research that aims to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, and thoughts of the community individually and in groups. Researchers find phenomena in this social observation emphasizing descriptive explanations and concepts of knowledge obtained from data sources (John, 2015).

The method of data collection in this study uses observation, namely looking for data and information through documents, written documents, photos, pictures, and electronic documents, all of which can support the process of research results. Data collection techniques

use interviews, which are carried out utilizing meetings to exchange information, ideas, or questions and answers so that meaning can be constructed on a particular topic. (Zaluchu, 2020)

Data analysis in this study uses the theory of the Miles and Huberman model by suggesting that the activities in qualitative data analysis are carried out interactively and continue until complete. These are the steps that the author must take to analyze the data that has been collected from all the informants as something that must be passed before making a decision. After all the data needed for this study were collected, the researcher used an analytical model because the activities in qualitative data analysis were carried out interactively and continued continuously until completion. Researchers use thematic analysis as a research method to obtain the meaning of interviews that can enrich qualitative data (Hasbi, 2019)

The following is the component flow in the data analysis of the Miles and Huberman model.



Source: Miles, 2013

The last step is concluding and verifying. Thus the conclusions in qualitative research may be able to answer the formulation of the problem that was formulated from the start.

Conclusions in qualitative research are new findings that have never existed before. Findings can be in the form of a picture or description of an object that was previously dim or still dark so that after research it becomes clear that it can be a causal relationship or interaction, hypothesis, or theory.

RESULTS AND DISCUSSION

Sharia Business Strategy

Carrying out Allah's commands in running a business is to believe and realize this as a responsibility (Abdullah, 2014). The element of business and sharia is a unity that cannot be separated, a business is a business run by a business person while sharia is a rule carried out by actors by being a good communicator and speaking the truth, the direction of sharia business is profit and loss where both of these can be addressed through a good marketing system and excellent service (MIFTAH, 2015).

Honesty is a basic value in doing business for Muslim entrepreneurs, honesty is a social and moral responsibility to other economic actors in achieving mutual benefits. Sharia business strategies must be implemented in the form of formulas and rules designed by related parties such as the government and institutions that deal with them to encourage a positive climate circulation by sharia guidelines such as being honest, the main orientation is the customer, having qualified competence, balance, and fairness, principled in divine values (Nugraha et al., 2019).

One of the business strategies is marketing. The marketing strategy is a process of selling goods and services with a communication approach, quality of goods, and prices for the company's success in achieving quality profits (Ferdinand, 2002). In capturing market share, the strategy carried out by AB Chicken is as follows.

1. Da'wah-based social media marketing

One of the marketing strategies is to use social media. The sophistication of social media technology today cannot be separated from the internet, which can be used as a medium of communication between sellers and customers. AB Chicken takes advantage of the function of the internet to carry out social media-based marketing, be it on Instagram, Facebook, Tiktok, WhatsApp, and Youtube. The marketing carried out by AB Chicken is da'wah-based with the meaning of inserting an invitation to help develop the people's economy by shopping at AB Chicken.

Da'wah-based marketing is carried out through the Al Bahjah social media channel, where AB Chicken marketing prioritizes the social aspects and benefits of shopping at AB Chicken, guarantees the halalness of the products being marketed, and the virtue of shopping at AB Chicken is that some of the profits are channeled to memorizing children. alquran etc., so shopping is the same as giving.

Social media plays an active role in this da'wah considering the rapid technological revolution along with the times, so with the existence of social media, especially in the form of videos and images, it will be able to reach anyone and anytime for anyone who accesses the social media page. Social media as dominant da'wah-based marketing will target three generations including the Millennial Generation, Gen Z Generation, and Gen X Gener, action where the concept of social media marketing involves influencers and brands (Saputra, 2021), as well as the invitation of Buya Yahya as an influential religious figure in Cirebon in particular and has more than 1 million followers and the Al-Bahjah brand which has touched almost all of Indonesia.

2. Building a religion-based image

Building the concept of brand religiosity in business aims to maintain trust and security in business management, religious image is described as a phenomenon of consumer interest based on their religion, belief in the good

values of religion, and inner attitude, hint to the religion they adhere to, religious-based images can be in the form of semiotics and logos from the brand, the uniqueness of the type of brand that is installed, the presence of halal tablets and religious value (Idris et al., 2020). The influence of this religious image gives birth to bonds not only materially but emotionally which will turn ordinary consumers into loyal consumers.

The religious image that is applied at AB Chicken in the concept of business development is a partnership where in this concept what is applied is share profit and loss sharing so that in this collaboration no party is harmed or some party parties comedies granaries lose, in addition to the concept of profit and loss sharing is an Islamic economic principle that upholds the common good, apart from the concept of cooperation, religious values are also taken from the managers, almost all of whom are the Al Bahjah Study Congregation as an Institute for Da'wah Development and the AB Chicken stigma is an economic institution for the ummah.

3. Humane delivery service

Is a service provided to consumers who need basic needs with limited funds, this humanitarian fee is not based on consumer satisfaction in consuming it but rather on the adequacy of consumer needs. Free shipping costs from a conventional perspective will affect the level of public consumption to be higher and beyond their primary needs, this will lead to wasteful behavior and excessive consumption so it violates the principle of Islamic consumption which is only for needs, not satisfaction.

The free service is to help consumers and the public meet their needs so that the remaining assets from the free shipping can be used to meet other needs. In this context, free shipping services are only intended for basic/primary goods that everyone needs, easy consumers who can't afford them. This free shipping service is published on various social

media as an attraction and information related to relief in fulfilling needs.

4. Improving HR Knowledge, Skills, and Spirituality

An important factor in running a business is human resources, quality of human resources determines the continuity of the business today and in the future, and the quality of human resources includes responsibility for what is entrusted to them (Haluty, 2014). In implementing a mandate received, a business actor must have aspects that are both individual and social, individual aspects consisting of being honest, having self-confidence, being creative, taking initiative, being responsible, earnest, optimistic, positive, courageous, sympathetic, and alert. while the social aspects consist of being Sociable, Polite, Attitude willing to work, calm, fluent in speaking, respectful, and equal treatment, meant.

In addition to the quality of human resources in the form of soft skills and hard skills, religious character ter also needed, where all these qualities are integrated into Islamic human resources. Islamic HR management greatly affects the performance of employees and superiors, where the operation of a business will run properly when the people who run it are honest, trustworthy, and always make Allah the ultimate goal in their activities. (Fadlail & Fatimala, 2020).

Partnership Based Franchise

Franchising is a business concept in which a second party obtains rights from the first party in the form of the use of a brand and an operational system that operates under the auspices of management in selling goods or services to consumers (Juwono, 2012). Franchise based on government regulation number 42 of 2007 is interpreted as defined as a special right owned by an individual or business entity to a business system with business

characteristics to market/or services that have been proven successful and can be utilized and/or used by other parties. others under a franchise agreement.

According to Liberman and Siedel) In a franchise business, there are four important elements including:

- a. Franchisee is a cooperation agreement between the franchisor and the franchisee;
- b. Fees paid by the Franchisee to the franchisor as a form of fee to obtain the right to use the brand, management system, and other facilities;
- c. The franchisee obtains the right to sell goods or services by following the provisions stipulated in the previous agreement or by following the franchisor's business method;
- d. The franchisee has the right to use the brand name of the franchisor's company and is prohibited from changing the logo or name.

A partnership is one of the human needs in achieving *fallah* and happiness in the afterlife because humans cannot make ends meet without the help of others, humans run their businesses naturally, which means that business must ha and gains. In the partnership concept, the form of cooperation uses Profit and Loss sharing in which the owner of capital and the manager of capital both accept risks and profits (Sukaeningsih, 2022). The concept of partnership is explained in Law Number 20 of 2008 article 1 paragraph 13, partnership is cooperation in business relations, both directly and indirectly, based on mutual need, trust, strengthening, and benefit involving micro, small, and medium business actors with big business. The principle of partnership is mutual benefit ba between investors and capital managers, where profits from sales or service operations are shared by the agreement of both parties without either party being harmed or any party benefiting so that partnerships are built

based on mutual need and mutual benefit. (Arifin, 2013).

Trust and need for each other, of course, are not born out of thin air, but there are several causal factors. One of the supporting factors for establishing a partnership is First, a systematic business system, meaning that the business that investors are eyeing has been running well through management that is neat and already has a good rating. in the market. Second, partner trust where this trust was born from the market analysis of products that will become partners, this can be seen from the many new outlets that have been opened as well as advertisements built by business actors. Third, good control from management can generate trust from the community who will partner, control will be reflected in the accuracy and speed of service, increasing profits, and operational regularity. Fourth, the reputation of a business partner is born from the assumptions of society/ consumers about the satisfaction and benefits gained. Reputation is very important because it becomes one of the considerations for investors to establish a partnership. (Jiwa, 2018)

The concept of partnership in Islamic economics is based on several philosophical values, namely the concept of godliness, the concept of property ownership, the concept of right and good, and the concept of responsibility (Sukaeningsih, 2022). Businesses with a partnership system can be carried out with two contracts, namely *musyarakah*, and *mudharabah*. The maharajah contract is carried out by the owner of the capital providing full capital to the manager to manage it, the profit obtained becomes a joint right based on the agreement of both parties. As for the loss, it is borne by the owner of the capital as long as the loss is not caused by the manager (Masluha et al., 2019). A *musyarakah* contract is a contract entered into by both parties in which both provide capital to be managed so that the profits and risks are divided in half based on the amount of capital deposited.

The basic principle of partnership is trust between two parties, so this partnership business must uphold partnership business ethics, as exemplified by the Prophet Muhammad SAW., being honest, trustworthy and professional, social awareness, avoiding perjury, not making false offers (*lying*), not vilifying competitors, not hoarding (*ikhtikar*), measuring correctly without reducing quality and quantity, paying full employee wages, not monopolizing resources with the power of capital, the goods sold are both not dirty and lawful, conducting business is done voluntarily without coercion, and business activities are protected from elements of usury (Nursyamsu & Abidin, 2021).

Islamic business does not only talk about profit and loss but also establishes kinship ties between business actors, where this kinship bond will emotionally bind both parties to give the best for both, increase trust, help each other, and take care of each other. the formation of brotherhood begins with mutually obeying the rules that have been agreed upon, providing mutual tolerance for problems that arise outside the control of both and mutually maintaining the mandate given between the two parties so that the business that is run together continues to run (Iskandar, 2017).

The contents of the Agreement are determined by both parties

The agreement is a form of the serious intention of business actors to run a business with the concept of cooperation so that the contents set forth are the perspective of profit and safeguards from each party, in the concept of sharia agreement there is no element of coercion against partners to follow the contents of the agreement set by one of the parties and obliges other parties to follow the contents of the specified agreement, this can give birth to parties in power and parties who are enslaved. (Iskandar, 2017)

In a sharia business agreement, both parties pay attention to the principles of *muamalah* which will maintain the validity and benefit of both parties. The *muamalah* principles applied in sharia agreements include:

- a. The principle of *antaraaddin* (the principle of liking and consensual) is where both parties like the contents of the agreement made and accept what is recorded, including things that might happen in a business, both profit and loss.
- b. The principle of *al-I'timad ala' al nafs* (entrepreneurship) this principle clarifies that the purpose of cooperation is to obtain prosperity through joint ventures so that the orientation is profit and benefit.
- c. The principle of *ta'awun* (help each other) This principle is mutual assistance in the economic resources of both parties where parties who have economic resources in the form of capital (money, equipment, and technology), help those who have expertise resources but do not have capital and vice versa.
- d. The principle of *masuluyah* (responsibility) The form of responsibility in business principles is the company's dedication and willingness to create a comfortable and prosperous environment for all parties who are closely related to the company, both parties are fully responsible for all forms of possibilities that arise as a result of the agreement of the content, to prevent something happening, both parties must carry out the contents of the agreement properly and correctly without the slightest deviation.
- e. The principle of *al-tasyir* (convenience) is achieving economic convenience by combining two different thoughts and resources to achieve the same goal. The principle of *al-idariyah* (good, correct, and transparent financial administration) the truth and transparency of financial reports are the beginning of the growth of trust in doing business, financial reports are very much needed by parties who need them as material

in making decisions in the future, if the reports are given invalid then the decision taken will not be valid.

- f. The principle of *al-takaful al-Ijtima'iy* (social responsibility) both parties agree to have a social responsibility in running their business where this social responsibility is reflected in maintaining the harmony of the business environment, nature, and the community environment by setting fair prices, reducing the effects of waste and waste that are friendly to nature and issue CSR/Sadekah from joint business results. (Iskandar, 2017)
- g. Contributing parties in the form of services, goods, or funds with operational executors of the company get a proportion of profit and loss sharing based on the amount of capital provided, all shared (Bagus Cahyo Purnomo, 2020). Profits and losses that occur in the joint business cycle are a form of cooperation and joint commitment to walk and challenge risks in the hope that there will be benefits behind these risks.
- h. Partners contribute to the results, both profits and losses, contributions that can be made by trying to contribute thoughts and energy in running a business together, in this case, the owners of capital do not just sit idly by waiting for results without any action that supports the progress of the company, the partnership is not a concept. borrow capital or deposit capital, but cooperation, in providing actions, thoughts, and business opportunities in doing business.

Global Recession

The global recession is a decline in economic activity around the world that has occurred significantly within several months, the economic decline has occurred in various sectors, both industry and finance, which can be seen from the decline in real GDP, employment, real income, and others (Zahra et al., 2022). The global recession was born in line with economic growth in every country which continues to increase so that this recession cannot be

prevented by all countries in the world including developed countries, but the effort that can be done by each country is to reduce the impact of the recession.

As a result of the economic recession that occurred simultaneously, greatly affect the decline in employment, decreased investment in the real sector, decreased company profits, increased prices, and decreased people's purchasing power which resulted because the recession occurred from termination of employment by companies to employees, in addition to termination of employment, rising prices make people save more of their money in the form of investments rather than real spending. (Miraza, 2019)

Some of the factors triggering a global economic recession that is feared to occur in 2023 include:

1. Economic recovery in various countries as a result of the covid 19 pandemic, the easing of covid 19 is still wasting economic pain and economic growth that has not been normal like before the covid 19 pandemic so some are still vulnerable and not ready to face the global recession in 2023.
2. The Russo-Ukrainian War which occurred from February to the present and has not yet found a bright spot for the end of the war, this war disrupted global supply chains which caused an energy and food crisis, especially on the European continent which caused a high inflation path, this war was the main cause of global recession 2023.
3. The high rate of inflation. In the World Economic Outlook Update July 2022, the International Monetary Fund (IMF) revised its global inflation projections because food and energy prices and the imbalance between supply and demand are still high. Inflation is projected to reach 6.6% in developed countries and 9.5% in emerging markets and emerging economies this year.
4. An increase in the benchmark interest rate. Inflationary pressures in Europe and the US

have forced central banks around the world to simultaneously raise their benchmark interest rates since the second half of 2022, such as the Bank of England and the Federal Reserve (The Fed), as well as central banks in G20 countries including Indonesia.

5. The decline in global demand has caused companies in many countries to start reducing their production. This shows economic sluggishness and causes global economic growth to contract.

In facing the global economic recession, especially in Indonesia, several strategies can be implemented to keep the Indonesian economy, especially MSMEs, running:

- a. Providing access to capital to business actors, especially MSMEs, simply so that MSME business actors continue to operate amidst the onslaught of an economic recession.
- b. Providing training and education in the form of soft skills and hard skills to business actors and prospective new entrepreneurs as a form of improving the quality of human resources amid global competition.
- c. Improving the marketing capabilities of MSME actors, both directly and online, marketing capabilities by utilizing digitization must be mastered by business actors considering the increasing number of social media users in the world.
- d. Expanding access to market information for business actors through cooperation and partnerships involving the government (Cooperation with BUMN, BUMD, and large companies).
- e. Requiring all government institutions to use local products as a form of support for MSME business actors as well as a form of market expansion.
- f. Assisting in the form of concepts, capital, and everything needed by business actors, especially MSMEs. (PRATIWI, 2020)

AB-Chicken's Sharia Chicken's Strategy in Facing a Recession

AB-Chicken conducts marketing through da'wah media, be it Instagram, Facebook, or YouTube. The use of social media is adjusted to the target market, such as Instagram, TikTok, and Facebook, which are targeted at millennials to generation X where this generation spends a lot of time on social media, while those above millennials use YouTube. Marketing through da'wah media is carried out by entering into curls on the sidelines of Buya Yahya's lectures and others, as well as conveying the goodness that is obtained when partnering or buying AB-Chicken products, as well as every profit earned by AB Chicken will be allocated for children's education -children memorizing the Koran and developing da'wah.

The image built is AB Chicken as a community economic institution that upholds religious values by involving santri resources as managers, besides that, all HR directly involved in this business upholds Islamic ethics, this can be seen from AB Chicken managers who look polite and syar'i, the music played is Islamic music and lectures by Buya Yahya, as well as programs that support religious activities such as Friday blessings or free meals for orphans.

During the pandemic, ABChickenn created a program called Free Shipping for humanity where every consumer who is in self-isolation gets free shipping for every purchase of AB Chicken without a minimum amount of spending, besides that AB Chicken also works with village officials to RT RW to record residents who have affected by covid 19 and is currently in independent isolation to then be given the AB -chicken package for free including shipping.

The quality of employees' abilities and spirituality is an important thing that must be maintained, in terms of maintaining this quality AB-Chicken always provides training, both soft skills and hard skills, directly by the manager or from outsiders. To maintain spiritual quality, AB Chicken requires Chickenemployees to take part in the Buya Yahya study every Saturday and

Sunday, both in person and virtually, and requires reading blessings at work and getting used to reciting the Koran and Kultum before starting work. The discussion should be consistent and should interpret the results clearly and concisely, with significance, supported by suitable literature. The discussion should show relevance between the result and the field of investigation and or hypotheses. The discussion also should compare the result with previous research.

Sharia Partnership Strategy

AB chicken in establishing partners uses the principle of brotherhood where the managers intensely establish friendship with partners or potential partners, one of the reasons for this partnership is Buya Yahya's invitation to the congregation to work together to build the people's economy which is then followed up by the manager. In establishing a brotherly relationship with partners, the principle used is mutual help where the AB chicken will continue to provide assistance and input regarding problems faced by partners so that partners do not have to bear it alone.

The cooperation agreement included in the agreement is the result of the agreement of both parties so that AB chicken does not regulate the contents of the agreement himself, AB chicken in this case avoids partner exploitation by forcing partners to agree to the contents made by AB chicken. In this agreement, the partners have the freedom to determine the contents of the agreement so that the partners feel safe and calm when the cooperation is carried out, besides that the partners are also ready to face the risks arising from the contents of the agreement.

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AB Chicken uses a partnership system where each profit and loss will be shared according to their respective portions, in this partnership one party will not bear the burden alone but will be assisted by other partners, as a form of solidarity and to create joint responsibility for the business. which is being run. (Chiko, 2022). The AB Chicken business Chickenusiness is carried out together so that it is not only contributing capital alone but partnering with this AB Chicken business Chicken contributing in the form of ideas, as well as providing trade opportunities from both parties. Each party has the responsibility to market the product, sell the product and maintain the good name of the product. In this concept, the profit and, loss of a business are determined byarehe contribution of both parties.

Recession Becomes a Food And Beverage Business Opportunity

The market expansion was carried out by AB chicken seeing an opportunity that the 2023 recession would not affect several sectors including food and beverage. AB chicken can compander markets in terms of providing consumers, witconsumerslow the average, of course, this will be, very helpful and will become the target of consumers amid rising prices (Ridwan & Lutfy, 2019). The market expansion carried out by AB Chicken by adding outlets with one outlet in one district, with this market expansion is expected to reach more markets. Apart from that, the market expansion is also being carried out to large urban areas, especially Jagodetabek, where a dense population with many needs will also be an opportunity for AB

chickens that come with the same quality but low prices.

Along with the market expansion strategy, an adequate number of human resources will be needed. Of course, the recruitment and maintenance of human resources is something that AB Chicken must do. Ig quality and ethical human resources, the human resources that will be placed in the parts needed are human resources who already have experience and expertise with strict recruitment with several criteria including education, expertise, experience, and social action, city. The expansion of AB chicken to urban areas uses the cloud kitchen concept to make it easier for consumers to order food through WhatsApp social, WhatsApp others. Or you can also take away directly to the place. This is seen by urban residents who have less time to eat at places and time efficiency, saving transportation costs for consumers. The concept of a cloud kitchen is a service in the form of delivery orders or take away so it does not provide on-site or da-in meals.

CONCLUSION

The resulting findings state that the sharia business strategy at AB Chicken faces a future recession with at least three approaches, namely 1) a marketing approach using social media and building a sharia business image through the Buya Yahya da'wah model, 2) a partnership approach by establishing brotherhood with potential partners, the agreement is determined by both parties, profits and losses are shared, partners contribute profits and losses, and 3) The opportunity approach is carried out by expanding the market, fulfilling human resources in each section and using cloud chicken to target urban segmentation.

It is hoped that with these three approaches, AB Chicken can develop amid this global recession, and further strengthen Buya Yahya's da'wah position because some of the profits are used to finance the operations of the

students at the Al-Bahjah Cirebon Da'wah Development Institute (LPD). AB Chicken is part of a business charity in the form of business providing partnership opportunities through franchises to people who want to join so that AB Chicken has a wide network and consumers are even more blessed. It is hoped that further research will need to emphasize aspects of the economic empowerment of LPD Al-Bahjah under Buya Yahya's care and its contribution to the local community.

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