

ABSTRACT

Rohmah, Afifatur, 2011, Nim 05210004, Penguatan Keluarga Sakinah Pada Franchisor Dan Franchisee Little Camel, Printingku Dan Koetoeke Melalui Bisnis Franchise, Skripsi, Jurusan Al-Ahwal As-Syakhshiyah, Fakultas Syari'ah Universitas Islam Negeri Maliki Malang,
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The life family is not always in a good condition. Sometimes, the economy condition caused the family problems between wife and husband. So, Franchise is the solution to off the problem of the economy family. The franchise business is the alternative to feel hope, to help, and to increase the economy family. Beside that, the franchisee will be get authority of system, support from franchisor for operational and marketing business, sharing product and experience.

The statement problem of this research is how to become a Sakinah family from franchisor and franchisee in doing franchise business at Little Camel, Printingku, and Koetoeke.

In this research, the researcher used a descriptive research. The descriptive research studies are designed to obtain the information in doing activity. The open interview was used to obtain the data from the franchisor and franchisee in Little Camel, Printingku, and Koetoeke which their economy family was increased. In this data become a primary data and secondary data from documentation.

From the data analysis, it founds that the franchise business gave a good profit for franchisor and franchisee, since the researcher did the interview in Little Camel, Printingku, and Koetoeke. It means that, the expansion from franchise business gave effect to the economy family and the franchise business becomes one factor that can make Sakinah family. The franchise business is really easy to learn and to follow because that system was experienced of *trial error*. It was proved by the franchise business in Indonesia that the franchisee does not feel to experience about *trial error* like franchisor in doing the franchise business. The side of outcome will increase depend on franchisor and franchisee. It caused that, it is not all franchise business give a good profit to both. It depends on the situation from each side.

So, there are some advice in choose franchise business. Firstly, we have to sure that those franchise business is really good and the best in one region. Secondly, in choose franchise business, we have to know about wet area and dry area. This statement is not always true. Because, all wet area is not always good for all franchise business. On the contrary, all dry area is not always bad for all franchise business. The franchise business will be successfully from the region and what the people needed.