

ABSTRAK

Skripsi yang berjudul “Strategi Dinas Perindustrian dan Perdagangan dalam Mengembangkan Jumlah Produk Industri Kecil dan Menengah (IKM) di Kabupaten Blitar Masa Pandemi Covid-19”. Ditulis oleh Saniatul Solikah, NIM. 17402163317, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Tulungagung, dibimbing oleh Dr. Hj. Chusnul Chotimah, M.Ag.

Penelitian ini dilatarbelakangi oleh banyaknya Industri Kecil dan Menengah (IKM) yang berdiri di Blitar serta adanya persaingan kegiatan usaha ditambah dengan mewabahnya Covid-19 diseluruh penjuru dunia yang disebut Masa Pandemi. Oleh sebab itu, Dinas Perindustrian dan Perdagangan Kabupaten Blitar menerapkan strategi dalam mengembangkan jumlah produk Industri Kecil dan Menengah (IKM) di tengah Pandemi Covid-19.

Fokus penelitian dalam skripsi ini adalah (1) Bagaimana langkah-langkah Dinas Perindustrian dan Perdagangan dalam mengembangkan jumlah produk Industri Kecil dan Menengah (IKM) di Kabupaten Blitar Masa Pandemi Covid-19? (2) Faktor-faktor apa saja yang menjadi penghambat dalam mengembangkan jumlah produk Industri Kecil dan Menengah (IKM) di Kabupaten Blitar Masa Pandemi Covid-19? (3) Bagaimana upaya yang dilakukan Dinas Perindustrian dan Perdagangan dalam proses mengembangkan jumlah produk Industri Kecil dan Menengah (IKM) di Kabupaten Blitar Masa Pandemi Covid-19?. Penelitian dilakukan di Dinas Perindustrian dan Perdagangan Kabupaten Blitar dengan menggunakan jenis penelitian kualitatif deskriptif. Data dikumpulkan melalui wawancara, observasi dan dokumentasi.

Hasil penelitian skripsi ini adalah (1) Langkah yang digunakan Dinas Perindustrian dan Perdagangan dalam mengembangkan jumlah produk Industri Kecil dan Menengah (IKM) sudah berkompeten melalui strategi pelatihan terhadap pelaku Industri Kecil dan Menengah (IKM), melalui bela beli produk Blitar di lingkungan Aparatur Sipil Negara (ASN), mengikutsertakan produk IKM dalam kegiatan BANSOS, dan memberikan bantuan sosial kepada IKM terdampak Covid-19 (2) Hambatan Dinas Perindustrian dan Perdagangan dalam mengembangkan jumlah produk Industri Kecil dan Menengah (IKM) adalah berasal dari faktor internal pelaku IKM yakni tingkat kepercayaan terhadap kegiatan usaha yang dijalankan sudah berjalan cukup lama dan adanya resep turun-temurun dari keluarga terdahulu serta kondisi lingkungan kurang stabil Masa Pandemi Covid-19 (3) Upaya yang dilakukan Dinas Perindustrian dan Perdagangan berdampak positif terhadap perkembangan IKM adalah dilakukan melalui sosialisasi kepada pelaku Industri Kecil dan Menengah (IKM) dan pemberian fasilitas bahan produksi dan fasilitas hak *merk* kepada Industri Kecil dan Menengah (IKM).

Kata Kunci: Dinas Perindustrian dan Perdagangan, Strategi Pelatihan, Produk, dan Industri Kecil dan Menengah (IKM)

ABSTRACT

The thesis entitled "The Strategy of the Industry and Trade Office of Blitar in Developing the Number of Small Scale and Medium-sized Industries (IKM) products in the Blitar Regency during the Covid-19 Pandemic" is written by Saniatul Solikah, Student Number 17402163317, Department of Islamic Economics, Faculty of Economics and Islamic Business, IAIN Tulungagung, supervised by Dr. Hj. Chusnul Chotimah, M.Ag.

The background of the research was a high-number of Small Scale and Medium-sized Industries (IKM) that were established in Blitar as well as the existence of business competition and coupled with the Covid-19 outbreaks throughout the world called the Pandemic Period. Therefore, the Industry and Trade Office of Blitar implemented a strategy in developing the amount of products from Small Scale and Medium-sized Industries (IKM) even during the Covid-19 Pandemic.

The research focus in this thesis are (1) What are the steps will be taken by the Industry and Trade Office of Blitar in developing the number of Small Scale and Medium-sized Industry (IKM) products in Blitar Regency during the Covid-19 Pandemic? (2) What are the obstacles in developing the number of Small scale and Medium-sized Industry (IKM) products in Blitar Regency during the Covid-19 Pandemic? (3) How was the effort made by the Industry and Trade Office of Blitar in the process of developing the number of Small Scale and Medium-sized Industry (IKM) products in Blitar Regency during the Covid-19 Pandemic? The research was conducted at the Industry and Trade Office of Blitar using descriptive qualitative research. The Data were collected through interviews, observations and documentations.

The results of this thesis are (1) the steps that taken by Department of Industry and Trade in developing a number of Small scale and Medium-sized Industry (IKM) have been capable through training strategy towards the players of Small and Medium Scale Industries (IKM), by supporting to buy the Blitar products in state civil apparatus (ASN) environmental, participating the IKM products in social aids activity, and provide social aids to IKM that affected by Covid-19 (2) The obstacles faced by the Department of Industry and Trade in developing the number of Small scale and Medium-sized Industry (IKM) products comes from internal factors of IKM players, there are: the trust-level in business activities that have been running for a long time and the existence of hereditary recipes from previous families and unstable environmental conditions due to the Covid-19 Pandemic (3) Efforts that have made by the Department of Industry and Trade brings positive impacts on the development of IKM are carried out through socialisation to Small scale and Medium-sized Industry (IKM) players and provide product material facilities and brand rights facilities to Small scale and Medium-sized Industry (IKM).

Keywords: Department of Industry and Trade, training strategy, Product, and Small scale and Medium-sized Industry (IKM)