

ABSTRAK

Skripsi yang berjudul Strategi Dinas Koperasi dan Usaha Mikro Dalam Pemberdayaan Ekonomi Masyarakat Pada Masa Pandemi Covid-19 di Kabupaten Tulungagung. Ditulis oleh Siska Febrianti, NIM. 17402163283, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Tulungagung, dibimbing oleh Dr. Hj. Chusnul Chotimah, M.Ag.

Penelitian ini dilatarbelakangi oleh banyaknya usaha kecil dan menengah yang berada di Kabupaten Tulungagung serta banyaknya persaingan dalam berwirausaha pada masa pandemi covid-19 yang terjadi diseluruh penjuru dunia. Oleh sebab itu, Dinas Koperasi dan Usaha Mikro Kabupaten Tulungagung menerapkan strategi untuk memberdayakan perekonomian selama masa pandemi ini, sehingga usaha UMKM di Kabupaten Tulungagung tetap berjalan seperti biasanya.

Fokus penelitian ini adalah (1) Bagaimana potret Usaha Mikro Kecil dan Menengah di Kabupaten Tulungagung, (2) Apa sajakah macam-macam strategi dari Dinas Koperasi dan Usaha Mikro di Kabupaten Tulungagung, dalam pemberdayaan ekonomi masyarakat selama masa Pandemi Covid-19, (3) Apa sajakah faktor yang menjadi penghambat Dinas Koperasi dan Usaha Mikro di Kabupaten Tulungagung, dalam pemberdayaan ekonomi masyarakat selama masa Pandemi Covid-19, (4) Bagaimana upaya yang dapat dilakukan Dinas Koperasi dan Usaha Mikro di Kabupaten Tulungagung, untuk menghadapi hambatan dalam pemberdayaan ekonomi masyarakat selama masa Pandemi Covid-19?

Metode penelitian yang digunakan adalah deskriptif kualitatif yaitu memberikan gambaran atau penjelasan yang tepat secara objektif terkait keadaan yang sebenarnya dari objek yang diteliti. Data ini diperoleh melalui wawancara, observasi dan dokumentasi. Selanjutnya data dianalisis dengan cara reduksi data, penyajian data, dan penarikan kesimpulan. Teknik keabsahan data dilakukan melalui confirmability, transferability, dependability, dan confirmability.

Hasil penelitian skripsi ini adalah (1)Potret UMKM di Kabupaten Tulungagung kebanyakan berdiri sendiri dan merintis usaha dari nol sehingga menjadi usaha yang besar dan ternama. (2)Strategi yang digunakan dalam langkah memberdayakan ekonomi masyarakat sudah diterapkan melalui strategi pelatihan (Bimbingan Teknis) kepada pelaku UMKM melalui pemasaran secara *online* dan *offline*, serta mendirikan Galery PLUT KUMKM. (3)Hambatan dalam memberdayakan ekonomi masyarakat berasal dari faktor internal pelaku UMKM yaitu kurangnya partisipasi dalam pelaksanaan pelatihan yang diadakan, kurangnya rasa percaya diri dan dorongan dari orang terdekat (4)Upaya yang dapat dilakukan untuk menghadapi hambatan dalam pemberdayaan ekonomi masyarakat selama masa pandemi adalah dengan cara mengadakan pelatihan secara berulang-ulang, mengadakan *workshop* maupun bimbingan teknis.

Kata Kunci: Dinas Koperasi dan Usaha Mikro, Strategi Pemberdayaan, Ekonomi Masyarakat.

ABSTRACT

A thesis entitled *The Strategy of the Cooperative and Micro Business Service in Empowering Community Economics during the Covid-19 Pandemic in Tulungagung Regency*. Written by Siska Febrianti, NIM. 17402163283, Department of Sharia Economics, Faculty of Economics and Islamic Business, IAIN Tulungagung, supervised by Dr. Hj. Chusnul Chotimah, M.Ag.

This research is motivated by the large number of small and medium enterprises in Tulungagung Regency as well as the many competition in entrepreneurship during the Covid-19 pandemic that occurred all over the world. Therefore, the Office of Cooperatives and Micro Enterprises of Tulungagung Regency has implemented a strategy to empower the economy during this pandemic, so that UMKM businesses in Tulungagung Regency will continue to run as usual.

The focus of this research is (1) How is the portrait of Micro, Small and Medium Enterprises in Tulungagung Regency, (2) What are the various strategies from the Office of Cooperatives and Micro Enterprises in Tulungagung Regency, in community economic empowerment during the Covid-19 Pandemic, (3)) What are the factors that hindered the Office of Cooperatives and Micro Businesses in Tulungagung Regency, in empowering the community's economy during the Covid-19 Pandemic, (4) What efforts can the Cooperative and Micro Business Office in Tulungagung Regency do, to face obstacles in economic empowerment community during the Covid-19 Pandemic?

The research method used is descriptive qualitative, which is to provide an objectively precise description or explanation regarding the actual situation of the object under study. This data is obtained through interviews, observation and documentation. Furthermore, the data were analyzed by means of data reduction, data presentation, and drawing conclusions. The data validity technique was carried out through confirmability, transferability, dependability, and confirmability.

The results of this thesis research are (1) Portraits of UMKM in Tulungagung Regency mostly stand alone and start a business from scratch so that they become big and well-known businesses. (2) The strategy used in the steps to empower the community's economy has been implemented through a training strategy (Technical Guidance) for UMKM players through online and offline marketing, as well as establishing the PLUT KUMKM Gallery. (3) Obstacles in empowering the community's economy come from internal factors of UMKM actors, namely the lack of participation in the implementation of the training held, lack of confidence and encouragement from the closest people (4) Efforts that can be made to face obstacles in community economic empowerment during the pandemic are by holding training repeatedly, holding workshops and technical guidance.

Keywords: Cooperatives and Micro Enterprises Service, Empowerment Strategy, Community Economy.