

ABSTRAK

Skripsi yang berjudul “Analisis Perilaku Produsen PT Putra Jaya Nanas di Ponggok Blitar saat Pandemi *Covid-19* dalam Perspektif Ekonomi Islam” ini ditulis oleh Ike Lutfia Nur Safitri, 12402173449, Fakultas Ekonomi dan Bisnis Islam, Jurusan Ekonomi Syariah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Pembimbing Ahmad Syaichoni, M.Sy.

Penelitian ini dilatarbelakangi oleh berbagai dampak yang dirasakan oleh para produsen akibat pandemi *covid-19*. Pandemi *covid-19* telah merubah pola perilaku produsen dalam menjalankan kegiatan produksinya. Ada yang melakukan inovasi produk, ada yang banting setir beralih ke usaha lain, ada pula yang mengubah pola produksinya dengan mengurangi jam kerja para tenaga kerja, melakukan pengurangan tenaga kerja atau PHK, menghentikan kegiatan produksinya sementara bahkan sampai menutup usahanya atau gulung tikar. Salah satu produsen yang masih bisa bertahan dan tetap bisa melakukan kegiatan produksi di tengah pandemi *covid-19* adalah produsen minuman sari nanas, PT Putra Jaya Nanas di Blitar, dengan produk minumannya yaitu “Segarr”.

Penelitian ini mengangkat fokus masalah: 1) Bagaimana motif pemilihan modal produsen saat pandemi *covid-19* 2) Bagaimana produsen menentukan jumlah produksi saat pandemi *covid-19* 3) Bagaimana produsen menentukan jumlah pekerja saat pandemi *covid-19* 4) Bagaimana perilaku produsen PT Putra Jaya Nanas dalam menjalankan kegiatan produksinya saat pandemi *covid-19* dalam perspektif ekonomi Islam. Tujuan penelitian ini untuk mengetahui ada atau tidaknya penyimpangan yang dilakukan oleh produsen PT Putra Jaya Nanas saat pandemi *covid-19* dari perspektif ekonomi syariah.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan *field research*. Teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Teknik analisis data penelitian ini menggunakan konsep dari Miles and Huberman yaitu pengumpulan data, reduksi data, penyajian data, verifikasi, serta penarikan kesimpulan yang menunjukkan jawaban atas penelitian ini.

Hasil penelitian: 1) Saat pandemi produsen PT Putra Jaya Nanas dalam produksinya menggunakan modal pribadi, dengan motif ingin menghindari *riba* 2) Saat pandemi produsen PT Putra Jaya Nanas melakukan penyesuaian dan pengaturan jumlah produksi yang disesuaikan dengan permintaan 3) Saat pandemi produsen PT Putra Jaya Nanas menerapkan pembagian 2 shift yang masuk secara bergantian dan ada pengurangan jam kerja juga 4) Perilaku produsen PT Putra Jaya Nanas saat pandemi *Covid-19* tidak ada yang menyimpang dari syariat Islam, dibuktikan dengan perilaku produsen PT Putra Jaya Nanas seperti: a) mengharuskan semua berdoa bersama sebelum dan sesudah melakukan kegiatan produksi, mengingatkan dan memfasilitasi pekerjanya untuk sholat, dan mematuhi protokol kesehatan b) selalu melakukan amal jumat berkah dengan berbagi makanan serta minuman kepada tetangga, anak panti asuhan, orang-orang di jalanan c) limbah pabrik tidak merusak ataupun mengganggu keamanan serta kenyamanan lingkungan sekitar

Kata Kunci: Perilaku Produsen, Kegiatan Produksi, Pandemi *Covid-19*

ABSTRACT

The thesis entitled “Analysis of Producer Behavior of PT Putra Jaya Nanas in Pnggok Blitar during the Covid-19 Pandemic in an Islamic Economic Prespective” was written by Ike Lutfia Nur Safitri, 12402173449, Faculty of Economics and Islamic Business, Department of Sharia Economics, Sayyid Ali Rahmatullah State Islamic Universiy Tulungagung, Adwisor Ahmad Syaichoni, M.Sy.

This research is motivated by the various impacts felt by producers due to the COVID-19 pandemic. The COVID-19 pandemic has changed the behavior patterns of producers in carrying out their production activities. There are those who innovate products, there are those who swerve to switch to other businesses, there are also those who change their production patterns by reducing the working hours of workers, reducing labor or layoffs, temporarily stopping their production activities and even closing their businesses or going out of business. One of the producers who can still survive and continue to carry out production activities in the midst of the covid-19 pandemic is a pineapple juice drink producer, PT Putra Jaya Nanas in Blitar, with its beverage product, "Segarr".

This research raises the focus of the problem: 1) How is the motive for selecting producer capital during the covid-19 pandemic 2) How producers determine the amount of production during the covid-19 pandemic 3) How do producers determine the number of workers during the covid-19 pandemic 4) How do producers determine the number of workers in the behavior of the producer PT Putra Jaya Nanas in carrying out their production activities during the covid-19 pandemic in the perspective of Islamic economics. The purpose of this study was to determine whether or not there were deviations made by the producer PT Putra Jaya Nanas during the covid-19 pandemic from a sharia economic perspective.

This study uses a qualitative research method with a field research approach. Data collection techniques through observation, interviews, and documentation. The data analysis technique of this research uses the concept of Miles and Huberman, namely data collection, data reduction, data presentation, verification, and drawing conclusions that show the answers to this research.

The research results: 1) During the pandemic, the producer of PT Putra Jaya Nanas in their production used personal capital, with the motive of wanting to avoid usury 2) During the pandemic, the producer of PT Putra Jaya Nanas made adjustments and adjustments to the amount of production that was adjusted to demand 3) During the pandemic, the producer of PT Putra Jaya Nanas applies the division of 2 shifts that come in alternately and there is a reduction in working hours as well 4) The behavior of the producer of PT Putra Jaya Nanas during the Covid-19 pandemic did not deviate from Islamic law, as evidenced by the behavior of the producer of PT Putra Jaya Nanas such as: a) requires all to pray together before and after carrying out production activities, remind and facilitate their workers to pray, and comply with health protocols b) always do good Friday charity by distributing food and drinks to neighbors, orphanage children, people on the streets c) factory waste does not damage or interfere with the safety and comfort of the environment around.

Keywords: Producer Behavior, Production Activities, Covid-19 Pandemic