

## ABSTRAK

Skripsi dengan judul “Strategi Meningkatkan Pendapatan Usaha Warung Kopi di Kabupaten Tulungagung Pada Masa Pandemi Covid-19 (Studi Kasus Warung Kopi di Sungai Ngrowo Tulungagung)” ini ditulis oleh Windhar Puspita Sari, NIM. 12402173468, pembimbing Ahmad Supriyadi, M.Pd.I.

Penelitian dalam skripsi ini dilatar belakangi karena adanya pandemi *covid-19* yang telah terjadi mulai awal tahun 2020 lalu menyebabkan berbagai dampak negatif terutama pada sector ekonomi. Di Indonesia terjadi penurunan ekonomi yang sangat besar karena terjadi penurunan tingkat konsumsi dan daya beli masyarakat. Hal ini tentu sangat berdampak bagi para pelaku usaha khususnya di Tulungagung. Tulungagung yang disebut sebagai kota dengan 1000 warung kopi, banyak para pemilik yang mulai menutup warungnya karena adanya PPKM yang mengakibatkan turunnya pendapatan para pengusaha. Hasil dari penelitian ini diharapkan mampu memberi strategi dan solusi terbaik menurut ekonomi Islam agar para pelaku usaha mampu bertahan di masa pandemi.

Penelitian ini berfokus pada (1) Bagaimana pengaruh pandemi *Covid-19* terhadap pendapatan warung kopi di Tulungagung khususnya di daerah Sungai Ngrowo (2) Bagaimana strategi yang dilakukan agar terus bertahan saat keadaan pandemi *Covid-19* seperti sekarang ini menurut pandangan ekonomi Islam (3) Bagaimana efektifitas strategi yang diterapkan untuk meningkatkan pendapatan menurut pandangan ekonomi Islam.

Penelitian ini menggunakan pendekatan penelitian kualitatif deskriptif dengan melakukan wawancara langsung kepada pemilik warung kopi, Dinas Kebudayaan dan Pariwisata, observasi, dan dokumentasi.

Hasil dari penelitian ini adalah strategi yang dilakukan oleh para pemilik warung kopi di Sungai Ngrowo Tulungagung guna meningkatkan pendapatan dimasa pandemi telah sesuai dengan syariat Islam. Strategi yang digunakan para pemilik warung kopi rata-rata hampir sama. Disamping adanya strategi yang dilakukan para pemilik warung, pemerintah juga memberi bantuan khusus untuk para UMKM. Dampak adanya pandemi ini penghasilan pemilik warung kopi di sungai Ngrowo berkurang karena jumlah pengunjung yang menurun dengan adanya pemberlakuan jam malam selama PPKM. Dengan strategi yang mereka terapkan bisa sedikit banyak mulai menambah pendapatan mereka untuk pemenuhan kebutuhan sehari-hari.

**Kata Kunci:** pandemi, *covid-19*, warung kopi

## **ABSTRACT**

*Thesis with the title "Strategy to Increase Coffee Shop Business Income in Tulungagung Regency During the Covid-19 Pandemic (Case Study of Coffee Shops on the Ngrowo Tulungagung River)" was written by Windhar Puspita Sari, NIM. 12402173468, advisor Ahmad Supriyadi, M.Pd.I.*

*Research in this thesis is motivated by the pandemic Covid-19 that has occurred since early 2020 and has caused various negative impacts, especially in the economic sector. In Indonesia, there was a very large economic downturn due to a decline in the level of consumption and people's purchasing power. This is certainly very impactful for business actors, especially in Tulungagung. Tulungagung which is known as a city with 1000 coffee shops, many owners have started to close their shops because of PPKM which has resulted in a decrease in the income of entrepreneurs. The results of this study are expected to be able to provide the best strategies and solutions according to Islamic economics so that business actors are able to survive during the pandemic.*

*This study focuses on (1) How the pandemic Covid-19 affects the income of coffee shops in Tulungagung, especially in the Ngrowo River area (2) How is the strategy taken to continue to survive the current pandemic situation Covid-19 according to the view of Islamic economics (3) What is the effectiveness of the strategy adopted to increase revenue in the view of Islamic economics.*

*This research use descriptive qualitative research by interviewing directly to the owner of the coffee shop, the Department of Culture and Tourism, observation and documentation of.*

*Results of this research is the strategy undertaken by the owner of the stall coffee in the Ngrowo Tulungagung River to increase income during the pandemic is in accordance with Islamic law. The strategies used by coffee shop owners are almost the same. In addition to the strategies carried out by the shop owners, the government also provides special assistance for MSMEs. The impact of this pandemic is that the income of coffee shop owners on the Ngrowo river has decreased because the number of visitors has decreased due to the implementation of a curfew during PPKM. With the strategies they apply, they can more or less start increasing their income to fulfill their daily needs.*

**Keywords: pandemic, covid-19, coffee shop**