

## ABSTRAK

Skripsi dengan judul “**Strategi Pengembangan Home Industri Dalam Meningkatkan Perekonomian Di Musim Pandemi Menurut Perspektif Ekonomi Islam (Studi Kasus Pada Usaha Permen Tape Milik Bapak Syahri Di Desa Selopuro Kecamatan Selopuro Kabupaten Blitar)**” ditulis oleh Nikmatul Abidah, NIM. 12402173447, Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, IAIN Tulungagung, Pembimbing Syamsul Umam, S.H.I., M.H.

Penelitian ini dilatarbelakangi oleh pelaku bisnis yang belum menerapkan mengenai strategi pengembangan home industri yang sesuai dengan ekonomi islam. Berhubungan dengan hal tersebut, penulis memilih Permen Tape Rukun karena penulis melihat adanya ketertinggalan masalah teknologi dalam sosial media, adanya karyawan yang tidak jujur mengenai perolehan timbangan yang didapat, kurangnya etika dalam bisnis sesuai dengan ekonomi islam, terdapat tujuh konsep yaitu jujur, tanggung jawab, cerdas, komunikatif, murah hati, profesional, niat suci dan ibadah.

Fokus penelitian yang dibahas dalam skripsi ini yaitu: (1) Bagaimana strategi pengembangan home industri Permen Tape Rukun dalam meningkatkan perekonomian Bapak Syahri di musim pandemi? (2) Bagaimana analisis ekonomi islam terhadap strategi pengembangan home industri Permen Tape Rukun milik Bapak Syahri?.

Dalam penelitian ini penulis menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Lokasi penelitian dilaksanakan di UMKM Permen Tape UD. Rukun Abadi. Data kualitatif dari penelitian berupa untaian kalimat wawancara langsung dengan responden, serta observasi kejadian dan perilaku di lokasi penelitian. Teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Uji keabsahan data menggunakan teknik triangulasi data.

Berdasarkan hasil penelitian, maka dapat disimpulkan bahwa strategi pengembangan home industri atau bisnis yang diterapkan oleh Permen Tape Rukun yaitu (1) Strategi kombinasi bersama, yakni strategi integrasi vertikal (strategi integrasi ke depan, strategi integrasi ke belakang, dan strategi integrasi horizontal), strategi intensif (strategi penetrasi pasar dan strategi pengembangan produk), dan strategi diversifikasi menerapkan strategi diversifikasi terkait atau konsentrik. Selain itu Permen Tape Rukun menerapkan kejujuran dalam segala hal dalam bisnis, melakukan riset lapangan dahulu untuk menetapkan harga pada produk, mempertahankan kualitas bahan, menciptakan ciri khas dan inovasi pada produk. (2) Jika dianalisis dengan ekonomi Islam, strategi-strategi yang diterapkan Permen Tape Rukun secara umum sudah sesuai dengan teori yang ada. Dalam hal ini Permen Tape Rukun tidak hanya fokus pada strategi-strategi secara umum, namun Permen Tape Rukun juga tidak melupakan etika yang diatur oleh agama Islam dalam dalam bisnis yaitu jujur (siddiq), tanggung jawab, cerdas, komunikatif, murah hati, profesional, niat suci dan ibadah.

**Kata Kunci : Bisnis, Strategi Pengembangan, Ekonomi Islam**

## ABSTRACT

Thesis with the title "**Home Industry Development Strategy in Improving the Economy in the Pandemic Season According to the Islamic Economic Perspective (Case Study on the Candy Tape Business Owned by Mr. Syahri in Selopuro Village, Selopuro District, Blitar Regency)**" was written by Nikmatul Abidah, NIM. 12402173447, Department of Islamic Economics, Faculty of Islamic Economics and Business, IAIN Tulungagung, Supervisor Syamsul Umam, SHI, MH

This research is motivated by the business people who have not implemented the home industry development strategy in accordance with Islamic economics. In connection with this, the author chooses Candy Tape Rukun because the author sees that there are technological problems in social media, there are employees who are dishonest regarding the acquisition of scales obtained, lack of ethics in business in accordance with Islamic economics, there are seven concepts, namely honesty, responsibility, intelligent, communicative, generous, professional, pure intentions and worship.

The focus of the research discussed in this thesis are: (1) What is the strategy for developing the Rukun Tape Candy home industry in improving Mr. Syahri's economy during the pandemic season? (2) How is the analysis of Islamic economics on the strategy of developing the home industry for the Tape Rukun Candy industry belonging to Mr. Syahri?.

In this study, the author uses a qualitative approach with a descriptive type of research. The location of the research was carried out at UD Tape Candy SMEs. Eternal Pillars. Qualitative data from the study were in the form of direct interviews with respondents, as well as observations of events and behavior at the research location. Data collection techniques through observation, interviews, and documentation. Test the validity of the data using data triangulation techniques.

Based on the results of the study, it can be concluded that the home industry or business development strategies implemented by the Tape Rukun Permen are (1) joint combination strategy, namely vertical integration strategy (forward integration strategy, backward integration strategy, and horizontal integration strategy), strategy intensive (market penetration strategy and product development strategy), and diversification strategy applying related or concentric diversification strategies. In addition, Candi Tape Rukun applies honesty in all things in business, conducts field research first to set prices on products, maintains material quality, creates product characteristics and innovations. (2) If analyzed with Islamic economics, the strategies applied by the Tape Rukun Candy are generally in accordance with the existing theory. In this case the Tape Rukun Candy does not only focus on strategies in general, but the Tape Rukun Candy also does not forget the ethics regulated by Islam in business, namely honest (siddiq), responsible, intelligent, communicative, generous, professional, holy intentions and worship.

**Keywords: Business, Development Strategy, Islamic Economics.**