

ABSTRAK

Skripsi dengan judul “Analisis Perilaku Produsen Makanan Olahan Waluh dalam Mempertahankan Keberlangsungan Usaha (Studi Kasus pada UMKM Olahan Waluh Anvir Abadi)” ditulis oleh Khoirunnisa Adji Yulianti NIM. 12402183169 jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, pembimbing oleh Ahmad Syaichoni, M.Sy.

Latar belakang dari penelitian skripsi ini yaitu adanya persaingan usaha dengan banyaknya unit umkm di bidang makanan ditambah dengan berbagai dampak yang sempat dialami oleh produsen dari adanya pandemi covid-19 yang berisiko terancam tidak mampu mempertahankan usahanya. Namun hal tersebut tidak menyurutkan usaha produsen UMKM Olahan Waluh Anvir Abadi agar terus dapat melakukan produksi guna mencapai tujuan yakni mempertahankan keberlangsungan usaha yang dilakukan dengan berbagai cara. Dengan perilaku produsen yang ada diharapkan dapat menarik konsumen sehingga meningkatkan penjualan juga omset dan dapat mempertahankan keberlangsungan usaha.

Tujuan penelitian dalam skripsi ini adalah 1) Untuk menganalisis perilaku produsen UMKM Olahan Waluh Anvir Abadi dalam mempertahankan keberlangsungan usaha 2) Untuk menganalisis faktor pendorong dan penghambat UMKM Olahan Waluh Anvir Abadi dalam mempertahankan keberlangsungan usaha. 3) Untuk menganalisis perilaku produsen UMKM Olahan Waluh Anvir Abadi menjalankan kegiatan produksinya dalam perspektif ekonomi Islam.

Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan *field research*. Sumber data yang diperoleh adalah data primer dan data sekunder. Teknik pengumpulan data dilakukan dengan observasi, wawancara dan dokumentasi. Teknik penyajian data dengan reduksi, penyajian data, dan penarikan kesimpulan.

Hasil penelitian: 1) Perilaku produsen dalam mempertahankan keberlangsungan usaha di UMKM Olahan Waluh Anvir Abadi dilakukan dengan inovasi produk, penetapan harga, promosi, serta saluran distribusi dan pelayanan. 2) faktor pendorong dan penghambat UMKM Olahan Waluh Anvir Abadi dalam mempertahankan keberlangsungan usaha. Adapaun faktor pendorong adalah produk, harga, promosi, saluran distribusi dan pelayanan, serta dukungan pemerintah daerah. Sedangkan faktor penghambat terletak pada permodalan, teknologi, bahan baku dan pesaing. 3) Perilaku produsen UMKM Olahan Waluh Anvir Abadi menjalankan kegiatan produksinya dalam perspektif ekonomi Islam dilakukan dengan menjalankan nilai-nilai ekonomi Islam, menjalankan tanggung jawab sosial dan menangani limbah agar tidak mengganggu lingkungan sekitar.

Kata Kunci: Perilaku Produsen Islam, Keberlangsungan Usaha, Produksi

ABSTRACT

The thesis entitled "Behavioral Analysis of Waluh Processed Food Producers in Maintaining Business Continuity (Case Study on Waluh Anvir Abadi Processed MSMEs)" was written by Khoirunnisa Adji Yulianti NIM. 12402183169 majoring in Sharia Economics, Faculty of Economics and Islamic Business, supervisor by Ahmad Syaichoni, M.Sy.

The background of this thesis research is that there is business competition with many MSME units in the food sector coupled with various impacts that have been experienced by producers from the Covid-19 pandemic which risks being threatened with not being able to maintain their business. However, this does not prevent the efforts of processed MSME producers Waluh Anvir Abadi so that they can continue to produce in order to achieve the goal of maintaining the sustainability of the business carried out in various ways. With the behavior of existing producers, it is hoped that it can attract consumers so as to increase sales and turnover and can maintain business continuity.

The research objectives in this thesis are 1) To analyze the behavior of processed MSME producers Waluh Anvir Abadi in maintaining business continuity 2) To analyze the driving and inhibiting factors of processed MSMEs Waluh Anvir Abadi in maintaining business continuity. 3) To analyze the behavior of producers in processed MSME Waluh Anvir Abadi carries out their production activities from an Islamic economic perspective.

This research uses qualitative research methods with a field research approach. The data sources obtained are primary data and secondary data. Data collection techniques are carried out by observation, interviews and documentation. The data analysis technique uses data reduction, data display, and conclusion drawing.

The results of the study are: 1) The behavior of producers in maintaining business continuity in MSMEs processed by Waluh Anvir Abadi is carried out by product innovation, pricing, promotion, as well as distribution channel and services. 2) The driving and inhibiting factors of Waluh Anvir Abadi Processed MSMEs in maintaining business continuity. Some of the driving factors are products, prices, promotions, distribution channel and services, as well as local government support. While the inhibiting factors are lies in capital, technology, raw materials and competitors. 3) The behavior of processed MSME producers Waluh Anvir Abadi carrying out their production activities in an Islamic economic perspective is carried out by carrying out Islamic economic values, carrying out social responsibility and handling waste so as not to disturb the surrounding environment.

Keywords: Producer Islam Behavior, Business Continuity, Production